

The NATIONAL UNDERWRITER

Life Insurance Edition



A Refresher Course THAT EXPERIENCED SALESMEN WILL USE

Life Insurance salesmen like the snappy, newsy style of the D.L.B. Agent's Service. New ideas and plans monthly as they develop in the field. Charts, graphs and mathematical calculations to prove to investment buyers that Life Insurance is the best buy. Major subjects, occasionally revised from fresh viewpoints, hence always interesting, always stimulating, always new. A new aspect of a fundamental idea is many times just what a salesman needs to give him increased confidence, courage, determination.

Because this Educational Service is interesting, companies and agencies are finding that experienced salesmen will use it as a Refresher Course, carefully going through the three volumes. A 40-week Training Manual is provided, three to nine questions a week; 38 questions in

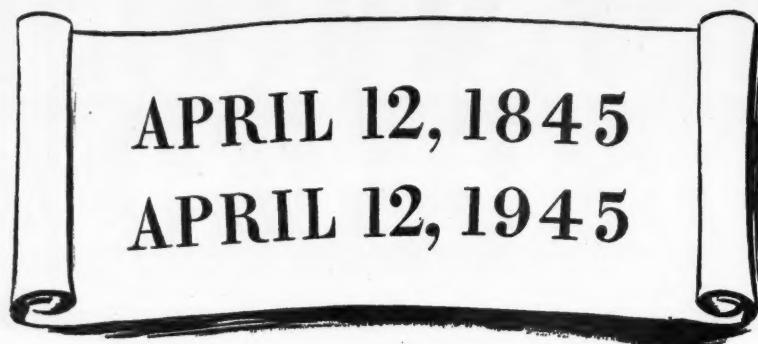
the "General Review" quiz at the last; a total of 272 questions which any well-informed Underwriter should be able to answer. This refreshing review not only reminds, but tends to cause more definite opinions to form and besides, ideas are stimulating and continued stimulation is cumulative.

While business is good, morale high and salesmen are seeing a lot of people is the best time to put on a Refresher Course. Better opportunity to improve skills and work habits and to strengthen convictions against the reconversion period which is coming shortly, thank the Lord. Just what the doctor ordered for returning veterans. Write for particulars and experience of companies and agencies who are now operating this plan.

THE DIAMOND LIFE BULLETINS

420 EAST FOURTH STREET • CINCINNATI 2, OHIO

FRIDAY, APRIL 13, 1945



For 100 years New York Life Agents have Served American Families



APRIL 12, 1945, marks the Centennial Anniversary of the New York Life as a mutual life insurance company.

Through the initiative of New York Life Agents during the past 100 years, families have been held together and children educated. Mothers have been relieved of financial worry. Men and women, in the autumn years of life, have been able to enjoy a comfortable retirement.

For helping so many people to provide for these and

other human needs, New York Life Agents deserve high recognition on this Anniversary.

Although people generally appreciate the need for life insurance, it is through the Agents' efforts that their dreams of family security are made to become a comforting reality.

The New York Life Agent who serves your community is well worth knowing. Have a talk with him about your life insurance problems.

NEW YORK LIFE INSURANCE COMPANY

PROTECTING THE FAMILY—SERVING THE NATION

A Mutual Company Founded in 1845 • 51 Madison Ave., New York 10, N. Y.



Business as Usual for New York Life on Centennial Day

Ceremonies Omitted at 100-Year Mark Due to War

New York Life marked its 100th anniversary Thursday. In view of the war, no special ceremonies were scheduled at the home office, where the employees remained on the job and business went on as usual. Throughout the United States and Canada, New York Life agents are observing the begin-



GEORGE L. HARRISON

ning of their company's second century by making a renewed effort.

Wednesday, following the monthly meeting of the executive committee of the directors, the officers and directors held an informal luncheon.

President G. L. Harrison was unable to be on hand for the officers' and directors' luncheon because of having to attend an important unexpected conference in Washington. Executive Vice-president J. S. Sinclair who presided, read a message from Mr. Harrison, expressing his regret at being absent and expressing the hope that "we may commence our next 100 years with full appreciation of the great heritage which has been left to us and the opportunity and the responsibility which it gives us to be of continued service in future years."

New York Life started as a mutual company, having been organized by a group of leading New York business men who pledged their personal notes for \$55,815 so that the company would have the funds to meet early expenses and losses. These notes were canceled in 1850 when the assets exceeded \$200,000. New York Life has never had any stockholders and dividends have been paid only to policyholders.

The assets passed the \$1 million mark in 1855, the \$100 million mark in 1890 and the \$1 billion mark in 1923. According to its 100th annual report, assets exceeded \$3½ billion and surplus for general contingencies amounted to \$230 million on Dec. 31, 1944.

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Bricker Opposes Ohio Tax Bill

Former Governor Repre- sents Domestic Life Com- panies at Hearing

COLUMBUS, O.—The Ohio house's insurance committee has completed hearings on the 2½% premium tax equalization bill and has recessed subject to the call of the chairman, Rep. J. Harry Asmann, Cincinnati.

Representatives of fraternal and hospitalization groups were heard at the final session, and John W. Bricker, former governor, appearing for the Ohio life companies, summed up the arguments against the bill. He said that the passage of the measure was not necessary, that it would handicap the attorney-general in his defense of suits brought by insurance companies to enjoin the collection of the present premium tax and would serve notice on Congress to the effect that the passage of the moratorium act was not necessary. Mr. Bricker said that while the measure would make it easier for foreign insurance companies in Ohio, it would make it harder for Ohio companies in other states. Mr. Bricker said that the proposition, which is sponsored by the state administration, was in keeping with the trend in Washington to bring all activity under federal control and he was critical of the companies which brought suit, declaring that they did so to prevent the state department of insurance from revoking their licenses for non-payment of taxes and barring them from continuing to do business in the state.

FLORIDA BILL ON CALENDAR

Commissioner Larson is sponsoring a bill in the Florida legislature providing for a readjustment of the premium tax.

PROTEST \$1.4 MILLION IN TAXES

OKLAHOMA CITY—The 4% premium tax levied by the Oklahoma legislature continues under fire. Commissioner Read announced that of the \$2,333,536 already collected \$1,430,623 had been paid under protest. The pending 3% tax bill is being viewed with interest by insurance companies both foreign and domestic.

ALASKA BILL VETOED

Governor Gruening of Alaska has vetoed the new 2½% premium tax law which was passed by the 1945 territorial legislature. The bill, in addition to boosting the tax rate, set up stringent resident agency requirements by requiring that no company could write a policy on an Alaska risk without having a licensed resident agent countersign the policy and collect the premium.

TO STUDY KENTUCKY LAWS

LOUISVILLE, KY.—State Senator Ray E. Moss, Pineville, Republican floor leader, has been named chairman of Governor Willis's coordination committee of the 38-man commission, named to study Kentucky's tax laws and work out a new program for equitable taxation.

DUET PRESENTS VIEWS

MADISON, WIS.—Urging the Wisconsin legislature to pass the insurance department's 1½% premium tax equalization measure before April 20, the due date for taxes, Commissioner Duet presented a thorough analysis of the tax situation at a hearing of the joint legislative committees. He reported that 24 companies have paid their 1944 premium taxes under protest and that he and the

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Army of Agents Swings Into Action in Seventh Loan

More than 150,000 insurance men have volunteered their active participation in the seventh war loan, according to Clifford H. Orr, National Life of Vermont, Philadelphia, chairman of the National Association of Life Underwriters war bond committee. Due to the fact that the association's 48 state committees had maintained intact the strongly organized team networks which were set up for the sixth loan, most of them were able to swing into action last Monday when the accounting period for E, F and G bonds in the seventh loan opened.

Of the \$14 billion quota set for the seventh loan, \$7 billion must be obtained from individuals; \$4 billion has been set aside for E bonds and most of that sum must be raised from the workers of the country through payroll savings plans which the insurance people have set up in business and industrial establishments. It is in this field that the life insurance people have made their greatest contribution in previous loans and the National association urges every member of the field forces to throw his full weight behind this seventh stage in the country's war financing program.

Round Table on Agency Problems Set for April 23-24

NEW YORK—A group of 47 leading managers and general agents will attend the round table conference on current agency problems April 23-25 at the Homestead, Hot Springs, Va., which is sponsored by a number of eastern agency heads. Present and post-war developments in agency recruiting, training, selling, compensation and management problems will be considered in the light of existing trends.

Insurers May Pay for 7th Loan Bonds Up to Aug. 31

WASHINGTON—As forecast, official Treasury circulars containing detailed terms and conditions of bonds to be sold in the seventh war loan drive, state with respect to 2½% bonds of 1967-72 and 2½% bonds of 1959-62, that "bonds allotted to life insurance companies . . . and agencies thereof, may be paid for, in whole or in part, at par and accrued interest, at any time or times, with payment to be completed not later than Aug. 31, 1945."

One day's accrued interest on the first of these bonds is announced by the Treasury as \$0.068 per \$1,000, and on the 2½% bonds, at \$0.061.

Seek Reelection of Wayman Dean

The Jacksonville (Fla.) Life Underwriters Association has gone on record as endorsing the candidacy of Wayman L. Dean for reelection as trustee of the National Association of Life Underwriters. Mr. Dean was elected a trustee last fall for a one-year term. He is manager at Jacksonville for Life & Casualty. He was one of two men elected for a one-year term at the recent convention.



W. L. DEAN

Research Bureau, N.A.L.U. to Give Quality Awards

Recognition to Be Given to Those Writing Persistent Business

High persistency of business and high standards of quality service rendered by agents received recognition at the recent midyear meeting of the National Association of Life Underwriters when the trustees endorsed a recommendation to establish a national quality award to be presented annually to those field men who are members of the National association and who meet certain minimum standards of quality production and persistency rating.

The proposal was presented jointly by the N.A.L.U. committee on conservation and the committee on persistent business of the Sales Research Bureau.

The award has as its goal, "the development of outstanding representatives who conduct themselves according to the highest standards of ethics; who place the best interests of their clients above themselves; who maintain a high standard of competence by means of continuous study and practice; who render the best possible life insurance service of which they are capable and, who conduct themselves so as to bring honor and prestige to themselves and others in the field of life underwriting."

The proposal was presented to the trustees by McKinley H. Warren, Boston, chairman of the N.A.L.U. committee; Lawrence J. Doolin, Fidelity Mutual chairman, and Eugene C. Kelly, Jr., vice-chairman of the Research Bureau committee. The plan is the result of two years of study.

The standards are applicable to both agents writing strictly ordinary as well as to those writing both ordinary and weekly premium insurance. In crediting production and in determining persistency, the practice of the particular company will govern and it is not contemplated that any new records at home offices or in agencies will need to be created. The committees have avoided any standards which would require all companies to maintain similar records.

Mr. Warren said widespread approval of the plan had been indicated by field men and Mr. Doolin stated that officials of over 60 companies have already expressed themselves as enthusiastically in favor of the proposal.

The award will be made on this basis of qualification:

1. Quality of Business. A persistency record such that at least 90%, by number or amount whichever is higher, of the ordinary business of the last two calendar years is still in force on Dec. 31 preceding the year of the award. The applicant must have paid business in each of the two years of not less than \$150,000 on at least 15 lives, and although credit will be given for industrial production, at least \$100,000 of this amount must be ordinary or monthly debit ordinary in each of the two years.

In determining the above required production, the practice of the applicant's company will govern as to the volume credit given for family income,

family maintenance, term conversions, weekly premium and monthly industrial. Group insurance, and annuities involving no life insurance, are excluded.

2. Membership in association. An active member of a local life underwriters' association affiliated with the National Association of Life Underwriters during the preceding full two calendar years, and in good standing at the time of application.

3. Stability of employment. A full-time representative of his present company for the preceding full two calendar years, and in good standing at the time of application.

Shortly after April 1 of each year, award applications will be issued to all N.A.L.U. members who on the basis of the records meet the membership qualification. Information to establish the eligibility of candidates will be recorded on the blanks furnished, these forms to be completed by the applicant, attested to by the person in charge of the local agency who will mail them to the applicant's home office where they will be verified before returning them to the N.A.L.U. or the Sales Research Bureau. The closing date for filing completed applications with the local association will be June 30.

A certificate will be awarded to each qualifier, signed by the designated officers of the N.A.L.U. and Sales Research Bureau. Each local association through its committee on agency practices or a similar committee, or a special national quality award committee, will cooperate with the local president in sponsoring and handling these awards.

Canada Offers Veterans Cover

TORONTO—War veterans insurance is now available in Canada and the department of veterans affairs at Ottawa expects that the demand will exceed the amount sold under the returned soldiers' insurance act following the last war.

Trained counsellors are to be made available for individual interviews with returned men to discuss this phase of their life insurance problems. With few exceptions, the plan is available at low cost without medical examination.

From \$500 to \$10,000 insurance may be purchased but the lump sum payable in the event of death is limited to \$1,000, the remaining to be distributed at specified intervals. Beneficiary must be wife or children or both.

Coverage is free of occupational or travel and residence restrictions.

In urging life agents to use the soundest judgment possible when a veteran faces the choice of taking veterans insurance through the government or life insurance through one of the companies, Bruce Power, secretary Canadian Life Officers Association, told the Toronto Life Underwriters Association that "it is essential that life underwriters appreciate the gravity of the responsibility. They can give the best possible advice in 999 out of 1000 cases and still bring down a storm of criticism on their heads if in the 1000th case they sell a veteran a policy with a company when, on the basis of facts, he could have obtained much more attractive terms with the veterans insurance act."

Laird Assistant General Manager of Monarch, Can.

Monarch of Canada has promoted Darrell Laird, formerly actuary, to assistant general manager and actuary. Mr. Laird joined the company as actuary in 1936.

John S. McPherson is named manager of mortgage investments. He is a barrister and joined the company in the investment department in 1925.

Harvey R. Magee is appointed manager of the actuarial department. He joined the company in the actuarial department in 1920.

Ardent Debate on Conn. Bank Limit Elimination Bill

HARTFORD—An ardent debate over the proposal to eliminate the \$3,000 limit on savings bank life insurance in Connecticut was staged at a joint legislative committee hearing.

John P. Royston, secretary, and other officials of the Connecticut Savings Bank Life Insurance Fund, and representatives of some of the issuing banks, favored the measure. Mr. Royston contended that the present limits constituted an obvious discrimination against savings bank life insurance. The ceiling unfairly intimates that savings bank life insurance is not safe, while actually it is more closely regulated than are the companies, he said.

Francis T. Fenn, Howard Krick and Robert C. Gilmore, Jr., of the Connecticut Association of Life Underwriters stressed that the original law was designed to aid persons in the low income brackets, and that to remove the \$3,000 limit would mean forsaking this social aim to institute a purely commercial business, in direct competition with the companies. They argued that broadening the field of savings bank insurance would directly threaten the livelihood of the state's 2,000 insurance agents, and that a measure of such significance should not be considered in wartime, when many of the men most directly concerned are absent in the armed forces.

Operating Deficit Charged

Mr. Krick asserted that the Connecticut fund has had an operating deficit, a statement that was challenged by Mr. Royston. Mr. Krick also held that bank insurance costs had been borne not only by the policyholders, but by the depositors of the issuing banks and the taxpayers. He objected also to the low rent paid by the fund to the banks where it operates, and to the maintenance of the fund's state headquarters in the state office building on a rent-free basis.

George Goodwin, deputy insurance director, took a neutral stand, while Richard Rapport, bank commissioner, said that he had no objection to the measure as currently drawn, but pointed out that his jurisdiction in the field was a very limited one.

As originally introduced, the bill provided simply for the elimination of present restrictions on the amount any one person might purchase. In conferences on the proposal, both the insurance department and the banking department expressed some apprehension about the removal of all limits and a substitute bill was drafted which says that "no savings and insurance bank shall obligate itself to pay in the event of the death of one person more than \$1,000, unless the amount in excess of \$1,000 is reinsured in one or more other savings and insurance banks."

When the legislation was first passed to allow issuance of savings bank life insurance, it specified that only \$3,000 could be issued to one person, and only \$1,000 by each issuing bank, and that limitation still prevails.

Brief Is Issued

The Connecticut Association of Life Underwriters in a brief contends that if the \$3,000 limit is abolished, the savings banks should qualify as legal reserve life companies, and should be required to maintain the same capital and surplus requirements as the private companies, and the same license requirements for those who contact the public for selling or service.

The brief quotes insurance department figures showing that the eight issuing banks took \$323,000 from the funds belonging to depositors at the time the system was adopted, investing

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Ace Rewarded



John M. Hammer (right), district manager at Tampa for Massachusetts Mutual Life, is here shown receiving from Vice-president Chester O. Fischer a certificate of merit for leading the entire field force of the company for 1944. Mr. Hammer was honored at a dinner given by his company at Tampa.

Mich. Code Revision Bill Is Passed by Senate

LANSING, MICH.—Despite rumors of growing opposition on the part of certain company interests, the Michigan senate passed by a 20 to 4 vote the department-sponsored "omnibus" bill making extensive changes in the state insurance code. A provision was inserted permitting employers not operating under the workmen's compensation law to pay for group policies covering liability arising out of and in the course of employment by agreement with the employees.

It was reported out by the house insurance committee without amendment and speedy enactment is expected.

Tricky Grace Period Rule in Group Policy Rejected

COLUMBUS—The Ohio department recently submitted to the attorney general a group life policy, the grace period of which proved quite perplexing. The policy provides that "if the employer has not previously given written notice to the company that this policy is to be discontinued, a grace period of 31 days shall be granted to the employer." The attorney general held that this provision would infer that if the employer gives written notice to the company of discontinuance of the policy, there would be no grace period and this would be contrary to the law.

"If, however, written notice is given by the employer to the company, during the grace period, that the policy is to be discontinued, this policy shall then be discontinued on the date of receipt by the company of such written notice," the attorney general said. "This is a violation of the code, as it provides for a lesser grace period in the event of discontinuance of the policy during the grace period than is provided by the statutes."

It is held that the Ohio law requires the allowance of a grace period, whether the policy be canceled by mutual consent of the parties or by time cancellation.

Ark. Taxes \$23,000 Lower

LITTLE ROCK—Premium taxes and license fees collected by the Arkansas department in 1944 showed increases in all lines except from workmen's compensation. Total collections were \$975,860, or \$23,000 less than last year.

Million Dollar Case Placed in Chicago by Equitable Agent

A million dollar ordinary life case has been written in Chicago on the life of Milton Fish, 44-year-old president of L. Fish Furniture Company, by Raymond B. Anthony, Lustgarten agency Equitable Society. Equitable and Prudential took \$200,000 each, Manufacturers Life of Canada \$135,000; National Life of Vermont \$100,000; Connecticut General \$75,000, and Connecticut Mutual and Great-West Life each \$50,000. Six other companies participated for lesser amounts. Applications were submitted to 31 companies and it took Mr. Anthony three months to get the business placed. There were three sets of medical examinations, although two medical examiners represented the majority of the companies. None of the business was rated.

Mr. Fish, son of the founder of the furniture company, is an important stockholder. The company is paying the premiums and is the beneficiary. The insurance was purchased to prevent the necessity for liquidating any part of the business in case of Mr. Fish's death and to protect the company's continuity.

Only about a dozen million dollar cases have been placed in Chicago in the last decade and it has been several years since the last one was written.

Mr. Anthony has been with Equitable for four years and devotes most of his time to pension trusts. He was sales manager of the Chicago Mail Order Co. before joining Equitable.

Refresher Training for 3 Penn Mutual "Returnees"

Refresher schools for field men of Penn Mutual Life as they return from service with the armed forces are on schedule, and the first group attended such a school in Philadelphia last week. There were three "returnees" attending. Twenty-two members of the home office staff devoted 30 hours to tutoring the men in various retraining subjects. One was a study of the latest economic influence and marketing research. Time was devoted to Penn Mutual's recent sales promotion plans and equipment as well as new policies and related changes.

One of the men is G. Chapman Caldwell of Peoria, was over two years in the army and is now returned to inactive status with the rank of captain. He had been with the headquarters intelligence section, serving as a map officer in the war room. He had spent two months in the air ministry at London and was then in the enemy air field section, SHAEF. He was a specialist in the study of reconnaissance photographs made from the air.

Another is Alex C. Oliphant, Jr., of Trenton, who was two years in the service, in the army specialized training program, special command service unit. He is on the inactive reserve status with the rank of first lieutenant.

Leo A. Haggerty of New York, the third man, had served in both this war and the former one. In this last one he was on the staff and faculty of special service school at Washington & Lee University and recently had been on special duty at a staging and training center in Virginia. He was returned to the inactive status with the rank of captain CAC.

R. E. Irish Sweepstakes On

The field force of Union Mutual Life has opened its annual sales campaign in honor of President Rolland E. Irish on the 11th anniversary of his association with the company.

This year the contest is being conducted in the form of a series of horse races, the "Irish Sweepstakes," with individual agencies paired in competition. The campaign runs through April 30.

International Assn. of Life Insurance Urged by Patterson

Would Aid Other Nations in Securing Greater Distribution

NEW YORK—The formation of an International Association of Life Insurance with representatives from all free countries and democracies was suggested by Alexander E. Patterson, executive vice-president Mutual Life of New York, before the New York City Life Underwriters Association. Such an organization would be a great forward step towards the advancement of friendly relations among nations and the betterment of mankind, he declared. Life insurance works toward the promotion of free enterprise as evidenced by the record in the U. S. "For many years we have worked closely with Canada. What about the other nations of the world who know nothing of the American agency system?" he asked.

"Our Canadian colleagues in the life insurance business, through their efforts in certain foreign countries have already done much to plant the seed of the life insurance idea abroad. But shouldn't all North American companies work together under a definite plan to extend the benefits of life insurance protection to all free peoples of the world," he said.

Mr. Patterson urged the National Association of Life Underwriters and company associations to initiate this movement and study whether the plan is practical. He doesn't feel that this should be a plan for American companies to enter other countries but as a method of exchanging ideas so as to gain a wider distribution of sound life insurance. If this could be accomplished the savings of the people of other nations would then flow into their own private enterprises, improve their government's strength and stability through increased individual responsibility. "Why should the U. S. with only 6% of the world's population own 64% of all life insurance? Why shouldn't there be a wider distribution? Just as we have lived to see our methods for commerce, transportation and communication expanded and copied throughout the world, so should I like to live to see the institution of life insurance serve the citizens of the world as it serves us here."

Should Not Become Smug

Despite countless handicaps and the greatly reduced numbers in the field, life insurance has shown admirable increases in production and progress and enjoys the confidence of the American people more fully than in any other previous period, Mr. Patterson pointed out. However, there is danger in a state of satisfaction and in being over-confident, he warned, adding "we don't ever want to become smug."

One of the most important contributions life agents can make towards the future of the business is in determining the type and character of the life agent of tomorrow. "Make it your business to know the kind of men and women being brought into this business. Raise your voice about selection methods; see to it that proper training is provided. Mere 'volumitis' must not control our procedures in agencies nor in companies. Quality men and women, carefully selected and given thorough training can bring only great credit to our institution," Mr. Patterson asserted.

This is the time to develop new ideas

All States Buys 39 Million Industrial

The industrial insurance account of Eureka-Maryland Assurance has been purchased by All States Life of Montgomery, Ala. On Dec. 31, 1944, the industrial business of Eureka-Maryland amounted to \$39,086,828. At the same time All States increased its capital from \$250,000 to \$600,000.

T. J. Mohan, vice-president in charge of the sales for Eureka-Maryland, continues in that capacity for the ordinary business but he will also hold the same position in All States Life for the industrial business.

Eureka-Maryland is owned by the Ohio Farm Bureau.

for improving service to the public and to be certain that any practices, however minor, not in the interest of the public, be crushed out at once. "Isn't this the time to put our house in order completely, financially, management-wise and to examine the methods of distribution of our product? Life insurance is a quasi-public service institution and as such must be like Caesar's wife—'above reproach.'"

Hold Down N. S. L. I. Lapses

Life insurance should assume the responsibility of keeping lapses on National Service Life down to a minimum, Mr. Patterson declared. Although most well-managed and far-sighted companies have and will encourage the veteran to continue his government insurance, the accomplishment of this aim will depend greatly upon the attitude and the conscientious effort of the agents with whom the veteran makes the personal contact.

Ted Stendel has been appointed district manager in Calumet county, Wis., by Central Life of Iowa.

Four Experts Give Tips on Pension Trust Plans

Pension and profit sharing (or combination) plans are definitely here to stay, and if private enterprise does not take care of the problem presented in business and industry by employer-employee relationships the government will do so, it was the consensus of four experts in this field at a forum in Chicago Tuesday sponsored by the Life Insurance & Trust Council there.

It is coming to be recognized that some such arrangement is a responsibility of management to labor, declared Benjamin M. Becker, Chicago attorney, who is prominent in arranging such plans, and there is little doubt that these plans contribute to better relationships. He said it now appears that due to the impact of excess profits taxes, many employers rushed to put in force pension trust and profit sharing plans in order to reduce their tax payments, which did not fit their individual needs and were not properly tailored. Some of these have resulted in the atmosphere becoming clouded. The task of life insurance and technical men, attorneys and others having to do with this business should be to clear the situation.

Authorities Taking Part

Mr. Becker was the interlocutor. Others participating were Louis Behr, general agent Equitable Society; Nathaniel H. Seefurth, head of the Compensation Research Bureau which does much of the technical work on pension trusts and similar plans, and Harry G. Zimmerman, trust officer Chicago Title & Trust Co., all of Chicago.

Mr. Behr said some of the factors used in deciding whether pension trust, profit sharing or some combination of these should be used are date of employment, compensation, history of

company earnings now and for several years back; payroll analyses to show which group of employees should be included; whether it is an old or young company; whether the age level of employees is high or low.

Mr. Seefurth said the three principal factors in making the decision are the employer's objectives; analysis of the financial statement and employee data to determine whether there is an immediate retirement problem; and also if the company is a stable earner, which if established would indicate its ability to take on regular annual commitments, whereas if its income is fluctuating this might indicate a profit sharing plan would be better.

May Need Additional Provision

Mr. Zimmerman said a fundamental conclusion in selecting the profit sharing plan is that because of fluctuation in earnings the employer does not wish to make promises. He said profit sharing, it is true, cannot take care of the problem of older employees and the employer must supplement the plan by some provision for caring for the older men at retirement.

Probably all are agreed, Mr. Becker interjected, that if the problem is essentially one of caring for employees' retirement, the best plan probably is a pension trust, but if the problem is more one of salary stabilization, profit sharing is best. He asked whether all employees must be included, and if not how their eligibility should be determined. Mr. Seefurth said if the company is small then it should set up the plan on a salary or earning basis, but if it is a very large company it might be well to set up a plan for the more permanent employees.

Question of Participation

Mr. Zimmerman said in setting up a plan for a long period of time in order to eliminate the heavy turnover group it is well not to let any employees participate who have been with the company only a few years. He feels that anyone over 21 years of age, however, should be entitled to participate as the younger the people are when they join the greater the fund will be when they retire.

Another question encountered is how to determine whether the plan shall be limited to administrative or executive employees, Mr. Becker said. Mr. Zimmerman said that base pay is a criterion and Mr. Behr said the objective of the profit sharing plan is different than the retirement plan, for in profit sharing everyone should be included. Therefore, it is necessary to determine the purpose of setting up the plan before selecting employees to be included.

Mr. Becker asked if the group ultimately selected for the retirement plan should be permanent employees and Mr. Behr answered in the affirmative. For the retirement plan, the payroll analyses and turnover studies are very important in determining the minimum age of employees to be included. The tendency is to keep the eligibility on a basis which will not include employees who will not stay with the company a long time on the average and thus will not contribute much to the fund.

Cost an Important Factor

Mr. Seefurth stressed another angle, that of giving more than merely the retirement benefits, in which instance he said it may be advisable to postpone the employee's entry into the plan to age 25 or even greater. Mr. Becker then asked how the amount of benefit shall be determined. Cost is the important factor, Mr. Behr stated. There are two general types of retirement plans, one being completely paternalistic, and the other conservative, making it possible

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One Way of Selling

The famous newspaperman Westbrook Pegler, in one of his columns, tells the story of how his father, also a newspaperman, made his start in that business.

Coming into Chicago the father, then a young man, went into the office of the Chicago American and landed a job by accepting an assignment to do the impossible, and completing a feat on which all the other members of the staff "had exhausted their arts and stratagems to no avail."

The assignment was to obtain a photograph of a certain lady of high social standing, the picture being wanted to accompany an article concerning her.

Within an hour the elder Mr. Pegler returned to the office and handed in the photograph. Asked by the astonished editor how he had met with success where all others had failed, Mr. Pegler explained that he had gone to her house, he had rung the doorbell, and when she came to the door he had asked for her picture, and she had given it.

We might well regard the telling of this incident as a complete sermon on the secret of selling. One aims at getting the prospect to buy life insurance. Why not ask him to buy?

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Production Record and In Force Showing at Dec. 31, 1944 for Five States

IOWA

Figures are ordinary unless designated (G) for group or (I) for industrial.

New Business In Force

\$ \$

Acacia Mut. 24,405 3,589,594

Aetna Life 1,788,557 23,365,330

(G) 8,557,744 24,974,557

Alliance 699,477 8,928,505

(G) 27,500 126,000

American Home Life 1,362,456 1,362,456

Am. Farmers Mut. 183,583 2,423,918

Am. Mut., Ia. 2,786,645 20,464,971

(G) 40,000 50,000

Am. National 374,628 1,013,417

(I) 1,276,032 3,721,273

Am. Reserve 270,127 4,970,111

Am. United 144,911 2,531,080

(Frat.) 607,879

Bankers Life, Ia. 16,120,450 139,550,947

(G) 533,300 1,138,210

Bankers, Nbr. 1,648,117 13,144,732

Berkshire 219,896 4,133,233

Bus. Mens Assur. 1,017,595 3,158,993

(G) 135,000 203,000

Central Life, Ia. 5,803,273 52,131,126

Central, Ill. 243,005 3,371,824

Columbia Mut., Ia. 165,556 1,573,894

Columbian Natl. (G) 2,000 34,000

Columbus Mut. 1,000 1,726,077

Connecticut General. 2,742,539 9,129,885

(G) 383,855 794,778

Connecticut Mut. 2,686,656 33,171,241

Continental Assur. 894,241 4,785,883

(G) 3,143,626 7,912,210

Credit Life 1,032,067 518,769

Equitable, Ia. 8,228,103 113,338,480

Equitable Society 10,073,887 96,369,931

(G) 14,728,129 28,747,771

Expressmen's Mut. 22,792 42,475

Farmers & Bankers. 540,655 1,815,226

Farmers Union, Ia. 1,077,968 6,753,124

(G) 22,000 186,156

Federal Life 224,575 3,370,022

(I) 500

Fidelity Mut. 18,248 1,012,876

Franklin Life 177,683 1,178,891

General Amer. 512,450 10,298,077

(G) 188,384 1,100,663

Girard Life 2,044 29,850

Great Northern 262,885 976,709

Guar. Mut. 901,745 11,721,283

Guardian, N. Y. 630,040 6,948,689

Home, N. Y. 208,572 1,822,747

Illinois Bkrs. 603,163 4,706,629

Indianapolis 123,683 1,592,670

John Hancock 6,177,913 39,714,011

(G) 6,296,958 10,738,460

(I) 533,827 24,142,136

Kansas City 958,834 6,713,463

Lafayette 8,183 262,125

Lincoln Liberty 840,344 2,720,893

Lincoln Natl. 3,193,939 47,356,226

Loyal Prot. 28,250 103,057

Lutheran Mut. 1,991,258 12,546,373

Mass. Mut. 1,996,238 29,765,393

Mass. Prot. 89,352 1,191,129

Metropolitan Life 7,385,228 55,109,970

(G) 5,900,000 18,11,900

(I) 6,155,645 4,796,512

Midland Mut. 126 290,093

Midland Natl. 131,750 599,255

Midwest 1,311,132 6,255,582

Minn. Mut. 2,265,299 8,900,742

(G) 99,997 287,943

Missouri 367,677 306,363

Monarch Life 12,544 32,843

Monroe Plan 243,356 681,610

Mut. Benefit 436,622 436,212

Mut. N. Y. 2,504,166 40,281,155

Mutual Savings Life. 102,250 183,724

Mutual, N. Y. 6,150,427 70,563,049

Mutual Trust 8,623,683 14,036,075

Nat'l Fidelity 1,454,500 11,655,055

(G) 174,161 183,100

Nat'l Guard 17,500 452,432

Nat'l Life, Ia. 765,500 4,928,476

Nat'l Life, Vt. 1,577,207 22,954,408

New Eng. Mut. 1,546,996 20,202,341

N. Y. Life 15,804,069 160,889,127

Northern Life 1,146,150 1,675,152

(G) 18,500 83,100

North Am. Reassur. 155,500 1,681,500

N. W. Mut. 10,316,171 163,065,316

N. W. Nat'l 2,575,063 22,244,155

(G) 142,300 3,458,200

Occidental, Cal. 1,657,469 24,620,243

(G) 2,225,500 4,386,128

Ohio Nat'l. 1,295,118 10,822,332

Ohio State 1,000 358,121

Old Line Life 14,417 493,827

Old Republic Cr. 260,576 260,588

Pacific Mut. 587,339 10,114,225

Penn Mut. 289,411 1,325,983

(G) 1,316,632 7,129,729

Phoenix Mut. 802,555 16,467,855

Postal L. & C. 388,700 605,936

Policyholders Natl. 621,577 2,517,158

Provident L. & A. 38,541 451,485

Provident Mut. 2,137,637 18,648,254

(G) 14,470,045 126,955,775

Prudential 5,584,998 16,194,944

(G) 6,472,013 33,409,254

Reliance 37,932 2,297,954

Rockford 181,504 2,047,895

Royal Highlanders 13,500 470,578

State Farm 2,911,185 12,106,808

State Mutual 637,826 5,106,500

Sun Life, Can. 286,298 8,533,009

(G) 776,581 1,220,108

Travelers 3,050,224 34,591,547

(G) 15,933,451 42,880,118

Union Central 2,145,111 20,230,229

United Benefit 1,924,644 16,944,862

Wash. Natl. 1,709,878 10,269,202

(G) 316,000 508,707

New Business In Force

\$ \$

Webster Life 460,048 2,180,565

(G) 59,000 39,000

Total—Ordinary 176,187,194 1,759,968,224

Total—Industrial 17,436,560 176,070,125

Total—Group 65,558,989 164,276,159

Total—All Lines 259,182,743 2,100,314,508

*Fraternal included in ordinary total.

Great Northern Life 58,236 204,336

(G) 78,500 86,000

Great West Life 1,217,575 14,629,747

Guardian Life, N. Y. 1,392,677 9,319,625

Guarantee Mut. 1,502,023 4,664,018

Kansas City Life 45,410 2,082,269

Lincoln Natl. Life 2,970,814 18,131,920

Lutheran Mut. Life 450,250 2,390,997

Massachusetts Protec. 44,084 2,265,115

Metropolitan Life 35,286 1,440,966

(G) 1,518,400 4,973,500

(I) 1,219 450,338

Midland National 356,424 1,648,387

Minnesota Mutual 92,291 6,194,196

Mutual Benefit Life 14,055 1,486,245

Mutual Life, N. Y. 593,402 7,613,172

Mutual Trust Life 429,069 4,154,021

National Life, Ia. 803,000 1,353,042

National Life, Vt. 51,143 1,121,358

New World Life 109,960 835,681

North American 2,382,585 39,723,846

North Amer. L. & C. 1,128,390 2,596,281

Northwestern Mut. 580,586 8,661,809

Northwestern Natl. 2,535,858 24,412,174

Occidental Life, Cal. 550,877 3,904,199

(G) 141,000 492,548

Old Republic Credit. 60,599 91,407

Pacific Mut. 1,024 414,933

Policyholders Natl. 93,038 840,118

Provident Life, N. D. 7,551 87,075

Prudential 7,250 213,900

Prudential L. & A. 1,244 3,293,746

Prudential 56,672 91,382

Security Mut. 1,024 414,933

State Farm Life, Ia. 138,911 9,338,600

State Farm Life, Ill. 138,000 535,334

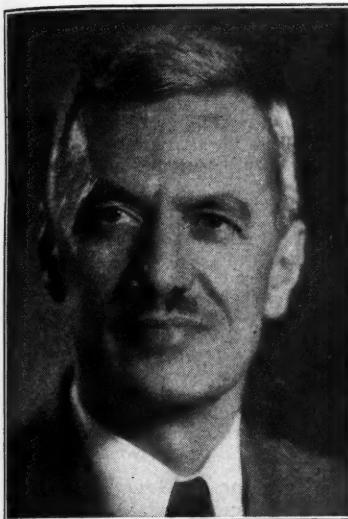
Travelers 147,434 5,187,997

Sun Life, Can. 1,012,140 2,789,980

Sun Life, Can. 2,120 34,790

McConney Named Executive V.P.

DES MOINES—E. M. McConney, formerly vice-president, has been named executive vice-president of Bankers Life of Iowa; R. B. Patrick, financial secre-



E. M. McCONNEY

tary, was made financial vice-president; E. F. Buckness was advanced from assistant actuary to associate actuary, and William Rae, from assistant actuary to group actuary.

A. R. Robberts was newly appointed as assistant secretary.

Shenandoah Life Is Big Group Writer in D. C.

WASHINGTON—The large amount of group life insurance in force as reported by Shenandoah Life to Superintendent Jordan of the District of Columbia is accounted for, according to company officials, by the fact that much of this group is written on government employees. The showing to the D.C. superintendent indicated about \$183 million Shenandoah group in force here Dec. 31 last, out of a total of some \$200 million for the entire country.

The volume of Shenandoah group in the District of Columbia has been running high for several years, it is explained, because of the large influx of government employees into Washington and the large increase in the number of government employees generally throughout the country during the national defense emergency and the war. Master policies are issued in the District on federal groups, it is stated, and premiums are collected here, but the government employees covered are scattered all over the United States. This is said to be particularly true of Navy Department employees covered here, though domiciled and working all the way from Maine to California and Washington, and perhaps beyond.

7% of Service Men Want to Be Proprietors

LOS ANGELES—William Dover, manager of the Los Angeles "Examiner" business research division, spoke at a meeting of the Life Insurance Managers Association here on "A Close Up of Tomorrow." He said 7% of Los Angeles men in service overseas want to go into business for themselves on return to civil life. In 1944 the people there had \$6,150,000,000 to use, he said, and the average family income was \$5,590. It will be \$3,290 in the post war period. The factory worker's average monthly earnings in 1944 was \$230; 36 cents of the worker's dollar was spent in retail purchases, and the figure will be 59 cents after the war. The cost of living rose 33% for the wage earner group in 1943

over 1939 and 45% for all groups combined for the same period. The cost of living in the post war year would be up 27% for the wage earner and 35% for all groups, he said.

A. P. Carroll, who has just become associated with Ron Stever as general agents for Equitable Society, was elected a member. Alex. Dewar, retiring agency manager Equitable Society, was elected an honorary member.

President W. K. Murphy reported directors after studying the report of the special committee on membership status will name a committee to revamp the membership qualification section of the

by-laws so as to clarify that portion. The board declined to sponsor formation of any new organizations.

Advice on Insuring Babies

Edith E. Phillips of Penn Mutual's Engelsman agency at New York has an article on life insurance in the magazine "Baby Talk" for April. It is called "Are You Dreaming or Planning?" and the subject is writing life insurance on children to take care of their futures, including education. Says Mrs. Phillips: "Be sure funds are not specifically earmarked for education if there is any

doubt whether the child will be able to eat regularly in the meantime."

L. M. Billingslea, advertising vice-president of "Baby Talk," comments:

"A new baby, whether it is the first baby or simply one more addition to the family, is about the best argument in the world for the purchase of new insurance. We think that frequently agents approach new or expectant parents with educational policies, etc., when the real need is primarily for straight life protection."

The book every A. & H. man should read—"Planned Salesmanship," by Cousins. \$3.00 from National Underwriter.

The Home of HUMAN SECURITY

Look to the FUTURE



If Disability should strike the best laid insurance plans may take a terrific beating!

That's why PROVIDENT Fieldmen stress plans which provide for such disabilities through

Emergency Income

"Money when needed most"

They do this by offering

PROVIDENT Complete PROTECTION
LIFE INSURANCE plus LIVING ASSURANCE
(wide choice of forms) (Non-cancellable disability)

written in a single plan

PROVIDENT
LIFE AND ACCIDENT
INSURANCE Since 1881 COMPANY

Our
58th
Year

Our
58th
Year

Chattanooga, Tennessee

Life : Accident : Sickness : Group : Hospital

Actuaries May Not Meet; Examinations Start Soon

It is unlikely that the American Institute of Actuaries will hold the spring meeting that was scheduled for New York City early in May. The directors met at New York late last month and discussed the U.S. convention ban. It was the sentiment that the joint meeting with the Actuarial Society might be held in the fall if the war emergency eases and the government modifies its ban.

Examinations of about 85 candidates for associates and fellows will be started next week in a number of centers throughout the country and will continue for a week.

Bankers Life, Neb., Get-Together

Howard S. Wilson, president of Bankers Life of Nebraska, spoke to home office employees at the company's annual get-together. He told of the progress the company had made, reporting that 1944 was its largest year in new business, business in force and assets.

C. Petrus Peterson, general counsel, company, spoke briefly on the unicameral legislature, of which he is a member.

New Packaged Mortgage Offered by National, Vt.

MONTPELIER, VT. — New gas or electric appliances, such as ranges and refrigerators, for which reasonable values are included in the appraisal at the time the application is submitted, will be considered as part of the real estate security for loans, National Life of Vermont has announced. Rules and regulations will be prescribed by the company's legal department, including the stipulation that some degree of affixation of the article to the real estate will be required.

L. Douglas Meredith, vice-president, said that this innovation in home financing will be of great assistance to home purchasers, and will make it easier for persons to acquire a completely equipped house, with the payments spread over a long period of time. "The so-called packaged mortgage," he said, "is in accord with the most recent thinking in the field of mortgage investment."

Chinese Agent of Occidental Life Hits Million Mark

Albert K. C. Chow of the C. C. Wing agency of Occidental Life of California in San Francisco paid for more than \$1,000,000 of life insurance in 1944 on 267 lives. More than 95% of the business paid for is on lives of Chinese-Americans and on the endowment plan. Son of a Canton high school principal, he arrived in California in 1924 at the age of 15 and finished his education there, graduating from Golden Gate College in 1932. He joined Occidental in 1937 as a broker in the Hoyt M. Leisure agency in Los Angeles, then went with the Wraith & Wing agency in San Francisco, and when that agency was divided into two entities he remained with the Wing agency.

The W. Henry Blohm agency of Provident Mutual at Cincinnati, led all the agencies of the company in paid for business during March.

E. O. Zander, president of the Birmingham Association of Life Agency of Cashiers, has left for special training in Washington preparatory to becoming an assistant field director with the American Red Cross.

Fraternal Funeral Insurer Beyond Department's Reach

The Iowa department has no jurisdiction over Capitol Benefit Association of Des Moines, which is a non-profit organization and fraternal providing funeral benefits only, Judge Franklin of Polk county court in Iowa has decided. Commissioner Fischer had brought an action against Capitol Benefit on the ground that it had not complied with insurance regulations. He alleged that the association is, in fact, solely engaged in the selling of life insurance contracts. Judge Franklin held membership certificates are not life insurance policies. The department is expected to appeal to the supreme court.

Introduce Kasche Brothers

Robert B. Coolidge, vice-president of Aetna Life, and N. M. De Nezzo, assistant superintendent of agencies, attended a luncheon of the Milwaukee agency at which Harold Kasche and Ernest Kasche, newly appointed general agents there, were formally introduced. Officials of the local and state associations, general agents of other companies and a number of prominent business men there attended.

E. C. Budlong in New Post

Edwin C. Budlong, who recently resigned as executive secretary-treasurer of the National Association of Accident & Health Underwriters, has been named editorial secretary of the new publishing firm of Budlong Associates, Chicago, publishers of the "Insurance Broker" and the "Insurance Buyer." Mr. Budlong was vice-president and education director of Federal Life before taking over executive duties with the National association. He has had a long career in the insurance business.

The new publication, the "Insurance Buyer," will continue as a principal feature of the "Insurance Broker" for the duration of the war.

Mr. Budlong is father of T. W. Budlong, editor of publications of the National Board; Richard C. Budlong, managing editor of the "Local Agent" and "Life Insurance Selling" and Roger Budlong, editor and publisher of the "Insurance Broker."

Terminations Are Decreasing

Decreasing terminations this year as compared with last are viewed as a favorable sign by President T. A. Phillips of Minnesota Mutual Life.

"They are roughly 75% of those for the corresponding period last year," President Phillips said. "It is interesting to note that the total terminations the first quarter of this year were actually less than in the first quarter last year, when the insurance in force was only 75% of what it is now."

In the quarter just ended Minnesota Mutual's insurance in force increased \$10,000,000 to a total of \$316,614,193.

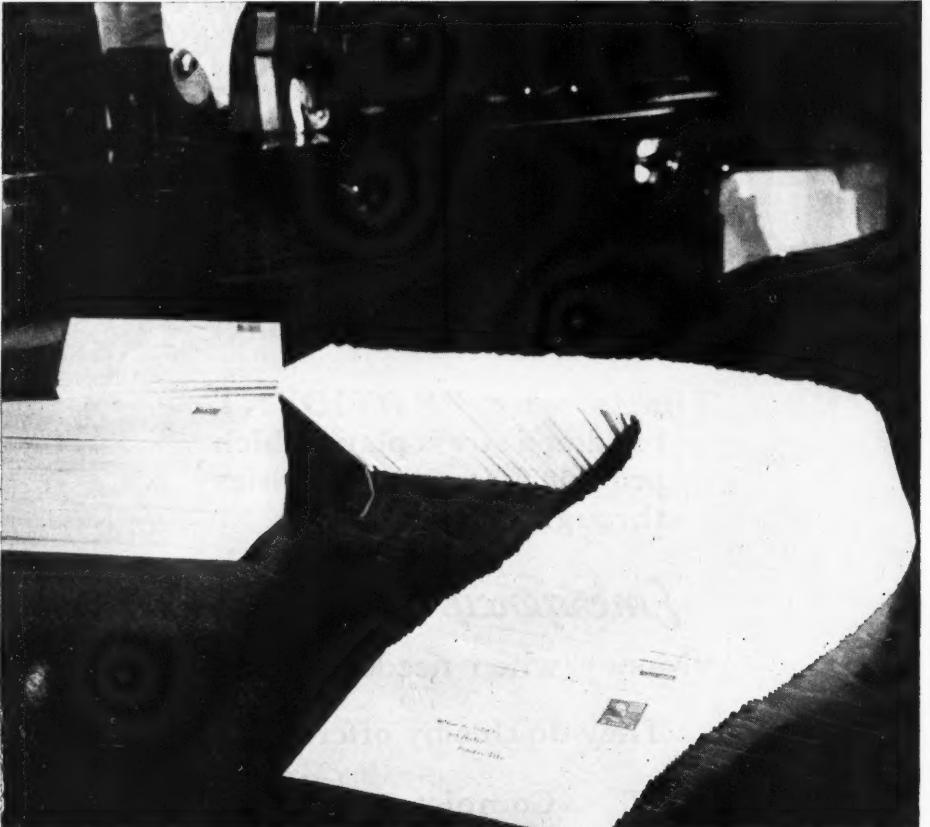
Action on D. C. Life Bill

WASHINGTON — The District of Columbia life insurable bill has been referred to the House district committee's subcommittee on insurance and banking. The bill has been recommended by the district commissioners.

Increases Shown in Canada

New life insurance effected in Canada in 1944 was \$918,899,243, compared with \$902,215,595 the previous year, the Dominion department reports. Insurance in force increased to \$9,139,496,096 from \$8,534,093,718 in 1943.

J. Harold Kay, Security Mutual Life Newark—Reports 225% gain in new business for the first quarter. Business submitted by the agency in March exceeded \$1,100,000, the best month since the agency was established.



WILLING SERVANT

Direct Mail performs many tasks for LNL men. It conserves gasoline, tires, shoes, and money. It makes appointments, saves time, builds prestige, and delivers live leads.

The LNL Direct Mail Kit contains a set of pre-approach Direct Mail letters designed for twelve different Life Insurance situations; a complete set

of gift letters covering popular Life Insurance plans; and a variety of reply-type letters which are furnished without cost to field men in large quantities for mass mailing. Lead-producing letters secure up to 20% replies for their users.

A \$650,000 LNL producer testifies: "I owe 90% of my business to our Direct Mail."

The Lincoln National
Fort Wayne 1



Life Insurance Company

Indiana

More Than One and One Half Billion of Life Insurance in Force

Finds Loan Rights of Assured Gone

An insured, having assigned and transferred his entire interest in his policies and all his rights thereunder to his wife, now has no right to a loan on the policy, the U. S. 9th circuit court of appeals has held in *State Mutual Life vs. Webster et al.* The court said it appears that the primary cause for casting the case is the desire of State Mutual to have a general question resolved rather than to have any real issue in the case decided.

The parties, according to the court, seek an advisory judgment upon a hypothetical rather than an actual issue whereas federal judicial power is limited to cases of actual, justiciable controversies. Henry M. Webster, the assured, in 1937 waived his right to change beneficiaries without their consent, designated his wife as beneficiary, assigned to her all his rights in and to the benefits. The wife executed another instrument directing the insurer to pay her the interest on the proceeds for life, then to her son and daughter under certain conditions and then to their children, if any.

In 1941 Webster demanded a loan for the full loan value, his wife, son and daughter consenting to the demand and they also consented to a demand for revocation of the instrument that had been executed by the wife in 1937. State Mutual refused to make the loan and declined to revoke the instrument.

Unborn Children

State Mutual refused to revoke the instrument and make the loan on the ground that the unborn children of the Websters' children were irrevocably named as beneficiaries in the instrument executed by the wife and that the consent of the unborn children is necessary and obviously cannot be obtained.

The lower court held that the wife is the owner and holder of the policies, that the interests of the unborn issue are sufficiently represented by State Mutual and the decree of the court is binding upon all such unborn persons; that since the son and daughter are unmarried and without issue the existence of issue is a mere possibility; that any rights of unborn issue are dependent upon their coming into being and the lack of prior consumption of policy proceeds by the son or daughter; that consent to a loan is required only of persons in being; that the wife, son and daughter had a right to revoke the designation of unborn beneficiaries; that having revoked the designation of the unborn as beneficiaries, the wife is entitled to loan rights with consent of the son and daughter; that the insured has no rights to any loan on the policy.

The appellate court voiced the opinion that counsel have fashioned a very complicated action out of a very simple issue. The judgment that Webster has no right to the loan decides the real issue in favor of State Mutual which cannot and does not herein attempt to complain of such decision but rather objects to certain declarations incorporated in the judgment.

When Webster petitioned for a loan he had no more standing in the premises than a stranger. It follows that he had no borrowing right whatever.

According to the court, the matter of consents from unborn beneficiaries is of no concern to the justiciable issue of the case. Had State Mutual accepted the consent of all the living beneficiaries as effectively revoking the instrument executed by the wife, the wife and not Webster would have remained the sole holder and owner of the policy. Hence Webster would have no borrowing rights.

There is no controversy between Mrs. Webster and State Mutual on any issue. L. R. Martineau, Jr., Richard C. Heaton, Joseph P. Rinnert of Los Angeles were attorneys for State Mutual. No brief was filed on behalf of the Websters.

Guertin Principles May Be Employed in Colo.

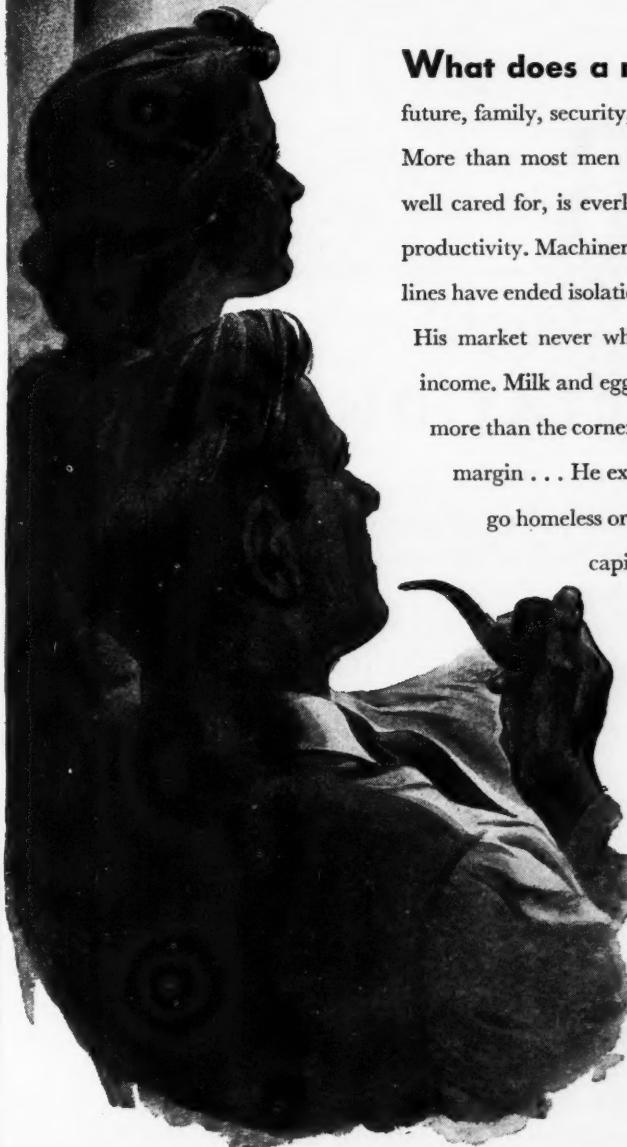
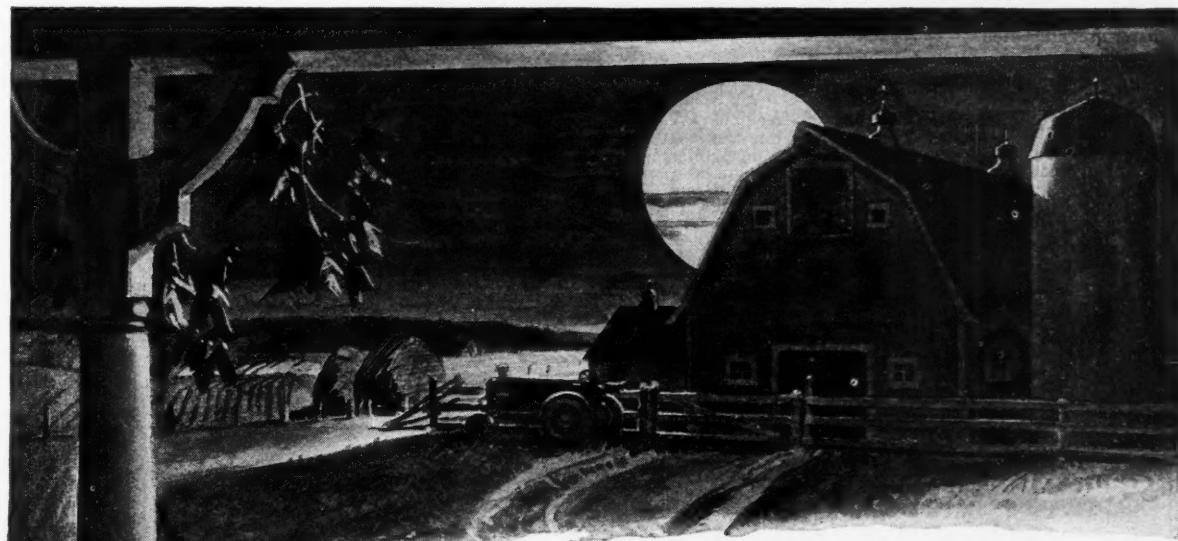
The Colorado legislature has enacted legislation to permit companies to employ the principles of the Guertin bill in the state. Colorado did not enact the so-called Guertin legislation but it removed obstacles to the use of the principles involved and hence Colorado now falls into the category of states in which legislation is not necessary in order to make the change.

Life Men to Join in Pittsburgh Testimonial

Holgar J. Johnson, president Institute of Life Insurance, will be one of the speakers at the dinner in Pittsburgh, May 5, honoring two Pittsburgh men who are presidents of national insurance organizations—John M. Thomas of National Union Fire who is president National Board of Fire Underwriters, and W. Ray Thomas, president National Association of Insurance Agents. This is

to be an all industry dinner and life insurance groups are participating. On the reception committee are John E. Brownell, president Pittsburgh C.L.U. chapter; C. Brainerd Metheny, Fidelity Mutual Life, president Agencies Committee of Pittsburgh; James A. Robertson, president Pittsburgh Association of Accident & Health Underwriters.

For facts and figures that "get the business" get the new "Little Gem Life Chart," pocket size, \$2.50, from National Underwriter.



What does a man work for? . . . A pay envelope, a living . . .

future, family, security, independence, the satisfaction of accomplishment . . . More than most men the farmer finds his objectives feasible . . . Good land, well cared for, is everlasting capital. Science, new skills and knowledge add productivity. Machinery lessens toil, brings leisure. Good roads and rural power lines have ended isolation, brought schools, stores, cities and company closer . . .

His market never wholly fails. Parity prices and diversification protect his income. Milk and eggs provide current cash. The seasons replenish his pantry more than the corner store. Taxes take less. Living costs are lower, leave more margin . . . He experiences the profit of his effort, knows his heirs will not go homeless or empty handed . . . And five good years have increased his capital, cut his debts, upped his savings, padded his want list.

Best prospect in the world today, he is too important a part of the national market to neglect!

And **SUCCESSFUL FARMING**, with more than 1,150,000 selected farm families . . . segregated in the Heart States, New York and Pennsylvania, first in farm investment, development, income and purchasing power . . . is his preferred medium for his business—and should be yours! . . . Find out how much the first farm market and SF have to offer your business future!

SUCCESSFUL FARMING, Des Moines, New York, Chicago, Atlanta, San Francisco, Los Angeles . . .

Metropolitan Cites Its Leaders

The forthcoming issue of the Field Club edition of the "Metropolitan Underwriter" is a tribute to production forces for their achievements in 1944.

This is the second issue of what is expected to be an annual feature.

Leaders in all branches, sometimes as many as 50, with their photographs, and the names and production records of others, are presented.

At the top of the list is C. L. Akiss, Norfolk, Va., who led in placing ordinary and led all agents in the all-round performance required for membership in the Honor Club. He led the group of four men who placed more than \$500,000 each of ordinary.

In placing industrial Cornelius Monaghan, Vallejo, Cal., led. Jake Edwards, Silk City district (Paterson), N. J., had the best accident and health record. Manager T. O. Kirkelie, Green Bay, Wis., stood first in the sale of group insurance, with nearly \$1½ million to his credit.

When the United States entered the war only one woman agent was on the payroll—Miss Lillian Lilburn, of Nyack, N. Y., who joined the company during

the last war. In 1944, of the 900 women agents, 20 placed more than \$100,000 each of life insurance. Topping this group was Mrs. Aimee Cone, Irving Park (Chicago).

Five districts in the United States and one in Canada made the record of having every one of its agents qualify for the \$100,000 Club. The districts were Bakersfield and Pomona, Cal., Boise, Idaho, Everett, Wash., and Brandon, Man.

In the Quarter Million Club, organized last year, 151 qualified by placing \$250,000 or more of ordinary.

American Legion Recoveries

WASHINGTON — The American Legion's Washington headquarters announces that of \$5,692,560 in contested funds collected by its rehabilitation division in 1944 for war veterans and their families almost the entire sum was for insurance death claims resulting from the present conflict. Collections in disputed insurance cases for the two wars totaled \$5,020,203 or almost double the \$2,544,337 recovered in 1943.

For the 10 year period beginning with Jan. 1, 1935, the Legion has recovered \$20,710,951 under insurance policies.

Many claims, the Legion says, are settled without dispute by the veterans' administration, but frequently men have

not kept complete or accurate records, with the result that VA cannot act until an investigation is made by the Legion's service officer.

Swamp Insurance for Raise

WASHINGTON — John L. Lewis' proposal for a 10 cents per ton royalty on coal produced, for miners health insurance, hospitalization and medical benefits, was swapped for other consideration, in agreement Wednesday on a wage contract in the coal industry. The demand for royalty estimated to yield \$60 million annually went out in return for \$1.50 per day increase in miners wages and other concessions from the mine owners.

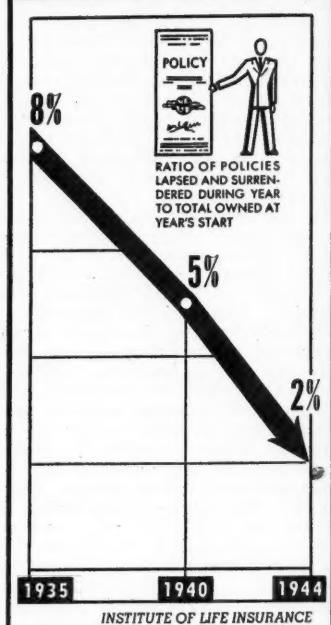
Postal L. & C. Promotions

L. W. Gilkerson has been named field supervisor of Postal Life & Casualty. He has been manager at Topeka. Earlier he was with Metropolitan Life. He will conduct a training school for new agents.

Chas. Lamme, formerly superintendent of agents, is appointed Colorado state agent with headquarters at Colorado Springs.

C. M. Mitchell is the new superintendent of agents. He has been assistant superintendent. He was once a Missouri department examiner.

RECORD LOW RATE OF POLICY LAPSES IN 1944



Production Record, In Force Is Given for Five States

	Business	In Force
†Prudential (G)	77,301,348	156,741,857
(I)	26,236,421	38,048,878
Reliance	4,900,388	38,734,476
Security L. & A.	1,678,493	8,339,185
Security Mutual, N. Y.	228,915	1,175,042
Sun Life, Can.	9,277,878	92,256,363
(G)	7,464,784	10,432,332
State Farm Life.	5,075,142	17,591,385
State Life, Ind.	3,335,359	41,394,200
State Mutual	3,259,855	19,586,471
Travelers	16,619,697	173,539,391
(G)	281,528,688	260,585,165
Union Central	5,699,822	50,706,992
Union Mutual	191,698	2,987,014
United Benefit	12,254,765	27,295,055
United Fidelity.	339,900	2,636,592
Washington Natl.	1,267,740	10,815,495
(G)	129,500	185,279
Unity Mutual L. & A.	5,840,002	16,344,437
(I)	146,000	372,500
West Coast	8,000,224	25,468,945
(I)	9,355,711	62,058,957
(G)	15,042,000	15,895,805
Western Life	5,343,900	15,734,324
Westland Life	1,708,832	2,630,338
(G)	45,500	248,750
Total, Ordinary....	682,355,749	5,212,755,795
Total, Industrial....	123,069,759	1,073,483,040
Total, Group....	1,062,977,417	1,774,463,632
Total, All Lines....	1,868,432,925	8,066,702,467

*Fraternal included in ordinary total.
†Ordinary figures will be given next week.

ADDITIONAL D. C. FIGURES

	New	Business	In Force
Shenandoah (G)	21,427,990	183,527,034	\$
Total, Group....	107,679,354	299,039,787	\$
Total, All Lines...	277,309,316	1,537,251,377	\$

ADDITIONAL OHIO FIGURES

Domestic Life & Acc.	240,000	1,141,354
(I)	3,342,118	7,393,832

Amalgamated L. & H. Audited

Amalgamated Life & Health of Chicago at June 30, 1944, had assets \$640,130, capital \$200,000 and net surplus \$416,925, according to the report of an examination by the Illinois department. The majority stockholder is Amalgamated Social Benefits Association which is affiliated with the Chicago board of Amalgamated Clothiers Union. The actual operating executive is Lowell D. Pittman, manager. It provides group life, accident and sickness and hospitalization insurance to Chicago members of Amalgamated Clothing Workers who have completed three months of service with an employing manufacturer.

Net premiums written in the casualty department for the first six months of 1944 totaled \$76,462 and loss payments were \$54,022.

A Career in Life Insurance



Ohio Farm Bureau Moves to Spread "Co-op" Doctrine

COLUMBUS — J. E. Keltner has been elected vice-president and renamed treasurer of Farm Bureau Mutual Auto, Farm Bureau Mutual Fire and Farm Bureau Life. Charles W. Leftwich was named secretary; Bowman Doss assistant secretary, and W. E. West assistant treasurer.

Frank Cooperrider of Glenford, O., was named a director of the life company to succeed A. F. Moon of Conover.

A possible hint as to the reasons for the resignations recently of several executives and a number of employees of the Farm Bureau insurance companies of Columbus is found in the publication in the current edition of the house organ of the Ohio Farm Bureau organization of the "statement of policy" relative to future promotion and organization of cooperatives that was adopted by the trustees of the Ohio Farm Bureau Federation, March 14. It is understood that there was a fundamental disagreement as to policy between the group that resigned and the top Farm Bureau management, the former feeling that a strictly agrarian policy should be pursued whereas the Ohio Farm Bureau management apparently is committed to an aggressive crusade in behalf of the extension of consumer cooperatives, lending a hand to non-farm groups including labor, in this undertaking. The statement of policy was adopted March 14 and contains 11 points.

The assertion is made that the cooperative method is one of the most promising economic tools which people could use to keep the country from going into extreme governmental control during the post war period. At present the use of cooperatives is confined largely to farmers. Unless its use is extended to other groups, the use which farmers alone make of it may not prevent the nation from going into a form of stateism. The Farm Bureau, according to the statement, should recognize the interdependence of farmer and other cooperatives.

The statement is made that the function of the Farm Bureau as a promotional agency is to assist in the development of any activity that will improve the farmers' welfare as well as that of society as a whole. In the development of other than strictly farmer owned and controlled cooperatives the statement voices the opinion that farmers can aid by furnishing advice and counsel. If any group of farmers desires to join with others in the formation and operation of general overall cooperatives it is suggested that the new organization be set up with open membership and financed by those who own and patronize them.

Where the promotion of such cooperatives is deemed advisable it is suggested that the Farm Bureau make cash or service contributions to some promotional organization set up outside the Farm Bureau or its affiliates.

There appears to be a difference of opinion between the Ohio Farm Bureau and the farm bureaus in other states on this fundamental matter of policy. It is said that the Ohio organization is pursuing a single handed policy in this field and that many of the other farm bureaus are not interested in cultivating the consumer cooperative movement. Their attitude is that a consumer cooperative is simply another way of doing business and to promote the growth of the system is not a suitable project for farmers as a class.

If the Ohio Farm Bureau cooperates with labor and other interests in furthering the cooperative movement, that would very likely mean that the Ohio Farm Bureau insurers will become rather closely identified therewith.

Fight Bay State Bill to Tax Insurance Proceeds

The bill that was introduced in the Massachusetts legislature at the instance of State Tax Commissioner Long to subject the proceeds of life insurance to state inheritance tax was strenuously opposed at a meeting of the tax committee of the legislature by a number of life insurance spokesmen including Wesley E. Monk, counsel of Massachusetts Mutual Life; John W. Downs, legislative counsel for insurance companies; Merle G. Summers, representing

Massachusetts Association of Life Underwriters, and John G. Knoori, representing Boston Life Underwriters Association. At the same hearing Long expressed opposition to a bill to subject life insurance proceeds to the income tax.

Mutual Benefit Traces War Claims

Mutual Benefit Life, in tracing its war death claim records through 1944 finds that last year it paid 398 war claims for \$1,199,024. Of these 258 were killed by enemy action amounting to \$637,632, 29 died of disease for \$208,-

251 and there were 111 war claims due to all other causes of \$353,141. War claims paid by Mutual Benefit since Pearl Harbor to March 1, 1945, totaled 757 and \$2,840,339 of insurance.

In the first six months of 1944 the amount of war claims paid was 2.67% of total claims paid in that period but in the last six months of 1944 the percentage increased to 6.35.

Dallas Company Joins Bureau

Universal Life & Accident of Dallas has joined the Sales Research Bureau.

Things run smoothly when habit jogs your memory

"I lived on a hill. The train tracks ran through the valley.

A mile away a road crossed the tracks. Every night at nine-ten the express roared past our house. And every night at nine-ten the engineer blew two long whistle blasts and two short ones for the grade crossing.

"I said to Dad: 'Why doesn't he ever forget?'

"The law says he must whistle," Dad replied, "but he couldn't keep his hand off that cord if he tried — because habit jogs his elbow."

At John Hancock we have found that if certain things are done in selling until they become a matter of habit, the day's work runs more smoothly, sales are closed a little more quickly. One of the results has been higher earnings for many men, especially those men to whom the selling of life insurance is comparatively new.



John Hancock
LIFE INSURANCE COMPANY
of BOSTON, MASSACHUSETTS

GUY W. COX
Chairman of the Board

PAUL F. CLARK
President

Eighty-two years of growth.
Insurance in force December 31, 1944, \$6,803,793,028

EDITORIAL COMMENT

S.B.L.I.-Need for Long-Range Strategy

The New York legislature adjourned without enacting the bill that would have permitted the state's savings banks to issue life insurance up to \$7,500 per life instead of the present top limit of \$3,000 but that is no reason for life insurance men in New York or anywhere else to sit back, heave a sigh of relief and put the whole matter out of their minds. The proposal is likely to come up again at next year's session and there is no guarantee that its sponsors will limit their demands to a \$7,500 ceiling. An increase in limit per life is also being agitated in Connecticut. Efforts to get savings bank life insurance laws enacted in Pennsylvania and Maryland are gaining headway and no one can say where else the proposal may crop out.

The New York State Life Underwriters Association did an excellent and effective job in opposing the increase in limit in New York. All credit is due to the state association's leaders but they would be the first to admit that the job of stemming the savings bank life insurance tide should not be left to individual state associations but is one which should be handled on a basis of countrywide, industry-wide, strategy. A state association, in handling a matter like this, is largely limited to functioning at the tactical level, meeting the threats as they arise and deploying forces with skill and shrewd judgment.

What is needed, however, is a thoroughgoing study of the entire savings bank life insurance question and an industry-wide determination of policy as to what should be done, implemented by not only tactical moves to take care of immediate situations but long-range strategy to produce whatever result is agreed upon as the proper one. Had this sort of long-range program been adopted in the past it might well have been unnecessary for the New York State Association to go into action against the proposed \$7,500 limit, for its sponsors would have seen, if not the unfairness of their proposal, at least the futility of trying to get it enacted. Fortunately there is still time to get such a long-range program under way but the New York legislature meets again next year and there is no time to be lost.

The fact that the American Life Convention, Life Insurance Association of America and the National Association of Life Underwriters studied the social security problem exhaustively and issued a comprehensive and statesmanlike report is an indication of what could be

done regarding savings bank life insurance, as far as study and declaration of policy are concerned.

Up to now a weakness of the life insurance industry in meeting the savings bank life insurance threat has been a lack of unity. The excitement has been mainly confined to Massachusetts, New York, and Connecticut where the bank life insurance idea has succeeded in establishing itself. The tendency of life insurance men in other states, particularly those which do not have mutual savings banks, is to regard S.B.L.I. about as they do yellow fever or beriberi—a serious matter, to be sure, but nothing for them personally to bother their heads about. The tendency is to feel that since S.B.L.I. is confined to mutual savings banks, states that do not have this class of institution have no cause for worry.

What is overlooked is that the mutual savings banks merely happen to be the vehicle for the spread of this maverick type of insurance. The real starting push has never been from the savings bankers themselves but from the amateur and professional bleeding hearts and do-gooders, with a generous sprinkling of those who thought they had some reason for bitterness against regular life insurance. The history of S.B.L.I. has been that these people succeeded in selling a bill of goods to enough savings bank executives to gain a toehold. Once the plan was established, other savings bankers, even though they may not have cared much about the idea, have fallen into line rather than appear to be reactionaries depriving their depositors of a service they could obtain at a competing bank.

But there is no reason why life insurance men should feel immune from the threat of the savings bank life insurance principle just because their particular states do not happen to have mutual savings banks. The do-gooders and the disgruntled do not need to confine themselves to mutual savings banks just because the late Justice Brandeis happened to select them as his medium when he drew up his plan for the Massachusetts system some 40 years ago. He was going on the theory, of course, that savings banks made investments and so do life companies, so it would be appropriate to have the savings bank issue life insurance.

But perhaps even more appropriate avenues of distribution could be found. For example, many industrial policyholders, for whom S.B.L.I. was principally designed, can ill afford the time

and often the carfare to go to a bank or insurance district office to pay their premiums. Hence a milk company with its daily deliveries to homes, might have been a better means of selling life insurance. Premium payments, and applications could be stuffed into an empty milk bottle along with the slip requesting an additional quart of Grade B.

Or perhaps, because of their great number and their proximity to residential districts, delicatessens or neighborhood drugstores should have been used as the outlets for agentless life insurance. It would have sales appeal, too. Savings banks connote thrift and self-sacrifice but "Delicatessen Life Insurance" conjures up pleasant thoughts of smoked fish, potato salad, cold cuts and other delicacies. We could go on, but there is no use in giving too much ammunition to the reformers for whom regular life insurance issued by a regular company is not good enough.

The point is that these improvers are not necessarily blocked in their quest for what they believe is progress just because mutual savings banks do not exist in every state or because savings bankers prefer to stick to banking rather than getting into insurance.

Despite the fact that Justice Brandeis chose savings banks as the medium for his plan, there is nothing about this class of institution which makes it appropriate for it to go a certain distance into the life insurance business. If it is proper for savings banks to be in the insurance business to a certain point there is no logical reason why grocery clerks should not be permitted to compound doctors' prescriptions of the simpler sort or why druggists should not be allowed to treat minor ailments up to the level of, say chicken pox.

One thing that a comprehensive study of the entire savings bank life insurance question might well determine is whether the life companies, as a measure of self-protection should not seek legislative authority to engage in the banking business.

The big attraction to a savings bank of having a life insurance department is of course to make sure that it does not lose its customers to a bank which offers such service and more fundamentally to help out with the overhead expenses, since even if there is accurate cost accounting the banking operations should get some benefit from the existence of a life insurance department. The same argument could well be made for permitting life companies to accept savings deposits. Agents could solicit deposits from their prospects and clients. Naturally such solicitation would not be a paying proposition if undertaken by itself but combined with life insurance solicitation it could undoubtedly pay its own way and a little more. For weekly premium

business the opportunities for soliciting savings on a systematic basis should be very attractive.

This is not a course which the life insurance companies have any wish to pursue but from a purely logical point of view it would seem considerably more appropriate for a life insurance company to conduct a savings business than for a savings bank to issue life insurance.

The fundamental question respecting savings bank life insurance or any other special exceptions to the prescribed pattern boils down to this: Should our life insurance laws say, "If you want to operate a legal reserve life company here are the standards, based on experience and sound judgment, which you must meet. If you can't or won't meet them, kindly remain on the outside." Or should the statutes contain special dispensations to permit this, that, or the other class of enterprise to lower its overhead or attract customers with a "loss leader" by taking on an attractive sideline of life insurance policies?

Whether or not the right kind of life insurance laws need provide that business be sold exclusively by agents is something that can best be determined by a study of the type suggested. As a practical matter, however, this point is probably not too important. If all insurers are forced to conform to standard minimum requirements there should be little trouble from savings bank life insurance or any other non-agency sources. Experience has shown that when a life insurer cannot lean on a savings bank or some other crutch it has scant chance of growing to impressive proportions unless it has an agency force. The low net cost and liberal cash values on which S.B.L.I. relies for so much of its sales appeal are not possible when an insurer hasn't a well established "angel" with whom it can share overhead and customers.

In short, the life insurance business should be run as a life insurance business, not as a secondary adjunct to the banking business, the milk business, the delicatessen business, or H. L. Mencken's old favorite, the pants business.

PERSONALS

Thomas J. Cullen, first deputy of the New York department, has been critically ill but is now on the road to recovery. It will be some weeks before he can be back at his desk.

Russell F. Lindeman of Indianapolis, for many years supervisor and assistant general agent of Aetna Life, was guest of honor at a dinner given by Paul M. Williams, general agent there for Aetna Life, upon Mr. Lindeman's resignation from the agency staff to give his full time and effort to personal business. Mr. Lindeman joined Aetna at Indianapolis

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in 1929 and has been supervisor and assistant general agent since 1932. He retains office at the same address.

The agency's leading producers from the entire southern Indiana territory were present. Commissioner John D. Pearson of Indiana and N. M. DeNezzo, assistant superintendent of agencies of Aetna Life; R. C. Griswold, manager, and J. W. Sturgeon, associate manager of Aetna Casualty; Dr. John A. M. Aspy, medical examiner, and the agency staff were guests. Mr. Lindeman was given a monogrammed brief case by his associates. All qualifying agents were rewarded by a personal gift for their efforts.

At the recent Fort Worth city election, **Malvern Marks**, general agent of Indianapolis Life, who organized the Texas Association of Life Underwriters in 1925 and was its first president, was reelected to the city council. He received more votes than any of the other eight winners by the margin of nearly two to one, as he received 7,227 votes to his nearest opponent's 3,825.

Norman H. Nelson, vice-president and treasurer of Minnesota Mutual Life, has been elected a director of the St. Paul Rotary Club. He served as president during the past year.

Edward R. Gettings, general agent of Northwestern Mutual at Albany, N. Y., is receiving more encouraging reports about the condition of his son, Roger, who has been dangerously ill at a southern army camp. Illness was due to a streptococcus infection and several transfusions were necessary. Both Mr. and Mrs. Gettings went south in order to be with their son. Mr. Gettings has returned to Albany.

John A. Witherspoon, vice-president and director of agencies of Volunteer State Life, visited Texas and Mississippi agencies.

C. S. Schilling, general agent of Ohio State Life, Newark, O., is recovering from injuries received in an automobile collision.

Thomas J. Cullen, first deputy of the New York department, has been critically ill but is now on the road to recovery. It will be some weeks before he can be back at his desk.

The Buffalo Life Underwriters, Inc., have extended an invitation to the life insurance women of Buffalo to meet **Miss Lorraine Sinton**, Mutual Benefit, Chicago, at a sherry party following the sales congress Saturday. Miss Sinton is on the sales congress program, speaking on "Prestige Keeps It Coming."

W. H. C. Hitzke, who has just retired after 37 years with Metropolitan Life in Toledo, was guest of honor at a dinner given by his associates.

Harry W. Stork, California superintendent of agencies of California-Western States Life, was married in San Rafael, Cal., to Miss Irene Golden of Rice Lake, Wis. They were attended by Grover Nissen, agency manager at San Rafael, and Mrs. Nissen.

H. Kenneth Cassidy, general agent of Pacific Mutual Life, has been elected president of the San Francisco chapter, American Council of Public Relations.

Dr. Walter A. Reiter, medical director of Mutual Benefit Life, has been elected a trustee of the United States Savings Bank of Newark.

Robert V. Hatcher, president of Atlantic Life, has been appointed co-chairman of the seventh war loan campaign in Richmond, Va.

A. V. Knight, Austin, Tex., manager of Reliance Life, has been elected secretary of the Kiwanis Club there.

James L. Madden, Metropolitan Life, chairman U. S. Chamber of Commerce insurance committee, was in Washington this week conferring with chamber officials.

Dupont with Quebec Department

Wheeler Dupont has been appointed assistant superintendent of insurance of the province of Quebec. He succeeds J. A. Paradis, retired.

DEATHS

Charles C. Greer, chief of the sales tax division of the Alabama department of revenue, Montgomery, and formerly superintendent of insurance, died unexpectedly of heart attack at his residence in Montgomery.

He was born March 25, 1890, in Vernon, Ala., attended Lamar County High School and received the B.S. degree in education at University of Alabama. Mr. Greer was principal of the Troy, Ala., high school 1918-21, instructor of mathematics in Phillips high school 1921-1922, then became an agent of Canada



CHARLES C. GREER

Life for three years, and assistant manager in Birmingham until 1928. Mr. Greer became general agent of Pilot Life in that city in 1928 and after two years joined John Hancock Mutual Life as an agent. He was appointed insurance superintendent Feb. 1, 1931.

He served as commissioner during the administration of Gov. B. M. Miller, 1931-35, and became connected with the revenue department in August, 1939, having resumed his insurance business in the interim.

Edward E. Cohen, 51, assistant manager of Metropolitan Life in Buffalo, died there. He had been in the insurance business 20 years.

Leon Fraser, 55, president of First National Bank of New York, who ended his life with a gun near his summer home at North Granville, N. Y., was a trustee of Mutual Life.

Reginald Foster, counsel of New England Mutual Life, died at Massachusetts General Hospital, Boston, at the age of 55. Since 1943 Mr. Foster had been on the staff of the Office of Strategic Services. He graduated from Harvard in 1911. He went to France in the last war, first with the war relief commission of the Rockefeller Foundation and then with the American Red Cross. He later served as a field artillery officer. After the war he served as a special assistant to the American commissioner to Germany at Berlin. At one time he was a partner in the investment banking firm of Spencer Trask & Co. and until 1936 was its London manager. He was formerly deputy director of the Office of Facts & Figures and later deputy director of the Office of War Information.

George Melberger, agency secretary of North American Life of Chicago, died Monday following a heart attack. He had been at his office during the day and died when he arrived at his home at Evanston.

He had been associated with North American Life 35 years in its underwriting department. He was appointed agency secretary in 1943. He was a brother-in-law of W. O. Morris, actuary of North American Life. He was a



A CENTURY OLD BUT IN STEP WITH THE TIMES

General insurance brokers and agents of other companies having surplus business to place, are continually impressed with the liberality of State Mutual underwriting and the swift and friendly service jointly performed by the General Agents and the Home Office of this old, but alert, New England company.

A complete line of contracts, including juvenile down to one day with payor clause, substandard up to 500% mortality, single premium, double indemnity, disability waiver, attractive illustrations, sharp sales tools are some of the advantages gained in "Throwing Your Life Line" to

**STATE MUTUAL LIFE ASSURANCE CO.
OF WORCESTER, MASSACHUSETTS**

1844 • NOW IN ITS SECOND CENTURY • 1945

past president of Chicago Presbyterian Union.

Thomas W. Moyers, 50, former agent of Monumental Life in Louisville, and later manager of Empire Life & Accident in New Albany and Vincennes, Ind., died at Vincennes, and was buried in Louisville.

Instruct Field Men Not to Put Official Inquiries

A number of companies have notified their field men not to go to state insurance departments and put any question before the commissioner or his lieutenants. Often a field man will be refused on some issue and will seek the department to ascertain its position. At times a ruling has been made by a subordinate which was embarrassing and considerable time and energy were absorbed in getting a revision. Companies that have given this instruction take the position that only a higher official should ever make any request of the department for a ruling or a statement as to its position on any question.

The book every A. & H. man should read—“Planned Salesmanship,” by Cousins, \$3.00 from National Underwriter.

Lowmiller Union Mutual Group Head

Donald D. Lowmiller, formerly of Minneapolis, has been appointed group supervisor of Union Mutual Life. He will be in charge of underwriting, servicing, and administration in the recently formed group department.

Mr. Lowmiller has been with Occidental Life of California in charge of group activities. For 18 years prior to that time he was in charge of the group department of Northwestern National Life. His experience has covered all phases of sales promotion, underwriting, servicing, administration, and accounting procedures of nearly all forms of group coverage.



D. D. Lowmiller

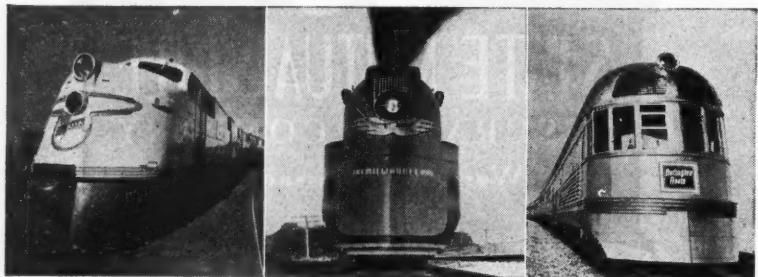
Leader “Ad” Head of Bankers, Ia.

Edwin P. Leader has joined Bankers Life of Iowa as advertising manager. He comes from William Hoffman & Associates, Chicago advertising agency, where he was an account executive.

Mr. Leader is a graduate of Monmouth College where he started his advertising and publicity work as director



EDWIN P. LEADER



SAINT PAUL— A RAILWAY CENTER

The three streamliners pictured above, The Omaha's 400, The Milwaukee's Hiawatha, and The Burlington's Zephyr, give daily service to Chicago.

Nine railroads serve Saint Paul, three of which, The Great Northern, The Northern Pacific and The Omaha, have their home offices in Saint Paul.

The Minnesota Mutual Life Insurance Company has kept in tempo with the streamliners—with its modern agency practices and helps to agents.



The
**MINNESOTA MUTUAL
LIFE INSURANCE
COMPANY**
ST. PAUL 1, MINNESOTA

Life. He was formerly vice-president and medical director of Pilot Life. Dr. Starr attended University of

North Carolina and was graduated from Jefferson Medical School, Philadelphia, in 1916. He served as a captain in the medical corps of the army during the former war. In 1918 he was appointed medical director of Pilot Life and in 1935 was vice-president and medical director.

Lyons to Coast as John Hancock Mutual Inspector

Frank J. Lyons has been transferred from Connecticut to the Pacific Coast, as home office inspector for John Hancock Mutual Life. Mr. Lyons has had some 20 years of service with the company in making investigations. He will establish his headquarters in Los Angeles. His activities include service to both the ordinary and industrial branches of this company's agencies in California, Washington and Oregon.

J. D. Nelson Named Field Supervisor by Aetna Life

J. Denny Nelson, St. Louis, has been appointed a field supervisor in Aetna Life's agency department. Mr. Nelson joined the Equitable Society as an agent in 1928 and was promoted to assistant agency manager in 1932. Mr. Nelson is the author of a book entitled, “Practical Salesmanship” published by the Diamond Life Bulletins.

Mr. Nelson enlisted in the army air forces as a cadet in 1942 and was trained as a pilot in the ferry command. He received several promotions and was a captain at the time he was placed on inactive duty last November. Since that time he has served as a captain in the Missouri wing of the civil air patrol.

New Associate Medical Director

Dr. M. T. Brown has been appointed associate medical director of Western Reserve Life, Austin, Tex. He graduated from Texas Medical College, Galveston, interned at John Sealy Hospital, Galveston, and the Santa Fe and Scott White hospitals, Temple, Tex., and has been a practicing physician in Austin for several years.

Hal P. Campbell, chief executive officer and superintendent of agents of Great Lakes of Elgin, Ill., has been elected a director.

MANAGERS

Summerhays Utah Speaker on Training New Agents

SALT LAKE CITY—At the April meeting of the Utah Life Managers, Clyde J. Summerhays, superintendent of agents of Beneficial Life, spoke on “Training New Agents.” He said that because of the limited supply of new agents, training takes on a new importance and stressed that proper training of new agents will go far in determining the quality of business they write.

Several general agents of Pacific National Life, who attended a regular meeting here, were guests of President Carl R. Marcusen, including Othello Hickman, Logan, president of Utah Life Underwriters Association; A. M. Jacobs, Provo, former state president; Milton Olsen, Cheyenne, Wyo.; R. W. Evans, Butte, Mont.; Gale Baker, Burley, Idaho; Glen Hawley, Springville, Utah.

W. P. Worthington, vice-president and superintendent of agencies of Home Life, will speak at the May meeting.

Baker Is Detroit Speaker

DETROIT—H. A. H. Baker, assistant general manager of Great-West Life, will address the annual meeting of the Associated Life General Agents & Managers Friday on “Some Impending Problems of Agency Management.”

President A. P. Johnson, Great-West, has appointed a special committee to



DR. H. F. STARR

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Cashiers to Hear Bredahl

L. E. Bredahl, assistant manager of Mutual Life in Detroit, will address the Detroit-Windsor Life Agency Cashiers Association on "Understanding the Office Personnel," at a dinner meeting in Windsor April 18.

Delmar Starkey, secretary of the Columbus Chamber of Commerce, discussed "Post-War Opportunities" at a meeting of the Columbus Life Agency Cashiers Association Tuesday.

Feature Holgar Johnson and Guertin at Dallas

DALLAS—Holgar Johnson, president of the Institute of Life Insurance, and A. N. Guertin, actuary of the American Life Convention, will be special guests at a meeting of the Texas Association of Life Insurance Executives here Saturday. Mr. Johnson will give a full report on the institute affairs while Mr. Guertin will review the latest developments legislatively in connection with the Guertin plan.

The book every A. & H. man should read—*"Planned Salesmanship,"* by Cousins, \$3.00 from National Underwriter.



HERE AT R & R WE ARE NOT GREATLY GIVEN TO GADGET SELLING, ALTHOUGH WE ARE NOT PARTICULARLY OPPOSED TO IT. IN OTHER WORDS, WE CAN TAKE GADGETS OR LEAVE THEM.

SO WHEN RALPH NEHLS, a young Chicago producer, came into the office with a rather peculiar contraption in which you place a dollar bill, and then slide it back and forth to show the effect of taxes on current income—and with little slots which show the effect on interest returns, we were rather cold.

FINALLY, more because we liked Mr. Nehls than because we liked his gadget, we had a couple of thousand made and timorously sent out an announcement.

NO ONE CAN BE MORE WRONG than an insurance publisher and this time we were 100 percent wrong. For Nehls Income Tax Slide Rule is sweeping the country—and the couple of thousand have since become a good many thousand.

IF YOU WOULD LIKE TO TAKE A LOOK AT AN INTERESTING ICE-BREAKER FOR THE COLD INTERVIEW, SEND US 75¢ AND IT IS YOURS.

THE INSURANCE RESEARCH & REVIEW SERVICE
INDIANAPOLIS

PAUL SPEICHER
Managing Editor

CHICAGO

FOSS ASSOCIATED WITH TODD

The John O. Todd general agency of Northwestern Mutual Life has appointed Willis Morgan Foss as an associate. Until recently he was associated with the La Salle Agency of Phoenix Mutual Life. Mr. Foss became associated with Phoenix Mutual in Chicago in 1933. Prior to that he spent four years following graduation from the college of business administration of University of Illinois as a special representative of the Davey Tree Expert Company, traveling throughout the eastern half of the country.

Mr. Foss early proved himself as a successful life agent. During the last seven years with Phoenix Mutual he was a member of the President's Field Staff, an annual award given for both volume and quality of business submitted. He has had much experience selling retirement insurance.

F. L. BOWEN RETIRES

Frank L. Bowen, insurance editor of the Chicago "Daily News," has retired after 45 years on that newspaper. Mr. Bowen was 75 Jan. 16, this year and though he had continued to do insurance writing for the newspaper, the heart attack which he suffered two years ago had forced him to do much of his work at home, which is in LaGrange. He became insurance editor in 1932 and his by-line on insurance pieces in the financial section of the "Daily News" had become familiar to insurance people in Chicago and elsewhere.

Mr. Bowen was a graduate of the University of Michigan law school and went to work as a reporter for the "Daily News" in 1900. Later he became exchange editor and assistant makeup editor. In 1920 he shifted to the financial section and acted as assistant financial editor, continuing in that post until 1932.

J. M. ROYER AGENCY AHEAD

For the first quarter the James M. Royer agency of Penn Mutual Life in Chicago was ahead 26% in new lives, 25% in new cash premiums, 1% in paid life, and 2% in paid annuities. This includes no pension business.

NEW YORK

BURNS RESIGNS

Ralph F. Burns has resigned as executive manager of the New York City Life Underwriters Association, a position he has held since 1943. The resignation will take effect when a successor has been selected. Mr. Burns will become national secretary of Alpha Sigma Phi college fraternity with headquarters in the midwest.

A committee of his association has been appointed to select a new manager.

Mr. Burns will have his headquarters for Alpha Sigma Phi at New York for about a year or until a definite location in the middle west is selected.

WOMEN HEAR WORTHINGTON

Women are especially fitted for life insurance because of their homemaking instincts, bringing them even closer to the home and family life than men, W.



W. M. Foss

P. Worthington, vice-president Home Life, told the League of Life Insurance Women. Man or woman, an agent will not succeed unless there are the qualities of conviction, sincerity, enthusiasm, and ambition in his or her make-up. He illustrated his talk with a number of advertisements from different industries taken from leading magazines each stressing family life and the home as a unit, really the best possible advertisements for life insurance. Lillian L. Joseph, Home Life, president, opened the meeting.

EARNINGS QUESTIONNAIRE

Some interesting information on agents' earnings is expected from the questionnaire which has been distributed by the agents' compensation committee of the New York City Life Underwriters Association.

The questions asked are whether the agent is an ordinary or debit agent, approximate net earnings from life insurance after business expense for the years 1928, 1934, 1939, and 1944, approximate net savings or net deficit in the same years, percent of increase in business expenses, whether any income was received from the sale of casualty insurance and the amount earned from this source in the same years.

Question 5, "Have you recommended

to anyone that they enter the life insurance business?" is divided into two parts: "(a) If so, what was your main reason for doing so? (b) If not, why didn't you?"

MIRSKY, WEISS QUALIFIERS

Leo P. Mirsky and Charles H. Weiss have qualified for the 1945 Million Dollar Round Table, and by so doing have achieved life membership in this group. They are members of the Isadore Freid agency of New England Mutual at New York City. Mr. Mirsky has already this year satisfied the production requirements which qualify him for the 1946 round table.

ACCIDENT

Caldwell A. & H. Sales Manager of U. S. Life

Richard Caldwell has been appointed manager of accident and health sales of United States Life. He will engage in field work, assisting the agency force in the expansion of this type of business.

Mr. Caldwell has been with a large accident and health company as supervisor of New England sales and was for-

The COMMONWEALTH Commentary

SOCIAL SECURITY SCHOOL

Another step in Commonwealth's training program was taken last week when a group of Commonwealth Career underwriters gathered in Louisville for six days of intensive schooling on the Social Security Act and its application to life insurance.

This school is only one of a series, each of which is designed to give the Commonwealth Careerman a balanced diet of knowledge and skill in the application of life insurance to a specific field. Commonwealth's training program includes Schools on Job Fundamentals, Social Security, Business Insurance and Programming.

It is this type of definite training, through home office classroom study, drill and rehearsal, that affords Commonwealth underwriters the maximum of opportunity for success.

Insurance in Force, March 31, 1945 — \$247,447,617

COMMONWEALTH LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME



40th
ANNIVERSARY

Significant 1944 Accomplishments

Insurance in Force	\$1,243,286,039.00
Gain over 1943	\$119,645,529.00
Total Assets	148,239,724.44
Gain over 1943	\$19,039,720.64
Total Income	38,076,312.73
Gain over 1943	\$3,609,005.81
Paid to Policyowners since Organization	131,491,595.63
Surplus Protection to Policyowners	19,523,666.59
Increase over 1943	\$1,336,733.07

OVER A BILLION *Now* ^{\$1,250,000,000} INSURANCE IN FORCE

American National
INSURANCE
COMPANY

GALVESTON, TEXAS—W. L. Moody, Jr., President



IF THEY ONLY KNEW!

"I venture to say that if the insurance men throughout this country understood the operation of our Q-V-S contract, they would be able to obtain an appointment with The Capitol Life Insurance Company ONLY BY PRIORITY!"

"This is to acknowledge the two checks, one for Agency Management and one for Performance Bonus. Knowing checks like these will come every month gives a man new incentive to make 'em still larger next year."

ROBERT GINSBURG,
Agency Mgr., St. Louis

OUR 40TH
ANNIVERSARY
1905-1945

Write for Q-V-S Booklet

THE CAPITOL LIFE INSURANCE CO.

Clarence J. Daly, President
W. V. Woollen, Agency V. Pres.
Home Office, Denver 5, Colorado

merly an agent of Travelers in metropolitan New York. He is president of the Junior Chamber of Commerce of Flushing, L. I., and in the Boy Scouts.

Study Group Medical Expense for Dependents

Now that medical expense coverage is being included in an increasingly large number of group cases, attention is being directed to the possibility of providing dependents' medical expense protection. Several cases, it is understood, that are now in the mill contemplate the inclusion of dependents medical expense and it may be that shortly such coverage will be put into effect.

Consider N. Y. City Health Plan

NEW YORK—A health insurance program for employees of New York City may be worked out in the near future with the signing of the Mahoney bill by Governor Dewey permitting a city to contract for employees medical, surgical and hospital services. The proposed budget has a \$500,000 item as the city's first year contribution to the health plan. If it is approved by the city council, the way would be open for setting up the plan for city employees if Mayor LaGuardia is able to come to an agreement with the medical profession. LaGuardia obtained a charter for his proposed Health Insurance Plan of Greater New York and a foundation contributed \$150,000 as a starter. However, the medical profession would not participate, the basis of its opposition being a \$5,000 income ceiling insisted on by the mayor. The doctors did not wish to include persons having incomes of over \$2,500 and worked out such a plan now offered by United Medical Service, with the cooperation of Associated Hospital Service.

If a health plan were set up for city employees, it would be a comparatively simple matter to open the plan to all residents of the city providing the support of the doctors could be obtained. The doctors have shown no indication to break the stalemate presently existing in regard to the mayor's program.

ASSOCIATIONS

Chicago Sales Congress Tickets Going Fast; Offer Star Program

Advance ticket sales for the annual sales congress of the Chicago Association of Life Underwriters in the Hotel LaSalle April 21 are booming. The congress will be held in the ballroom, which will accommodate about 1,400 persons, and it appears it will be an overflow meeting this year, according to Paul W. Cook, Mutual Benefit, congress chairman.

Governor Dwight H. Green of Illinois will give a talk on "The Governor Looks at Life Insurance," an event of general news importance as well as giving life men an opportunity to hear about themselves and their business from a notable outside the business. There will be an opportunity to hear W. H. Andrews, Jr., of Greensboro, N. C., president National association, on "America's Life Insurance—an Instrument of Social Service," which will no doubt draw many agents.

Chicago Workers Win Honors

The navy band from Chicago will provide the musical background with special martial music for the war bond rally that will be held in mid-morning. Citations for meritorious work in the sixth war loan drive will be awarded to life agents outstanding in this activity by F. M. Knight, vice-president Continental-Illinois National bank.

The afternoon program offers Glen J. Spahn, third vice-president and director of field training Metropolitan Life, on "Building for Tomorrow," and Timothy

W. Foley, general agent of State Mutual, New York City. A real program feature also is Sidney J. Weil of Mutual Benefit at Cincinnati, former owner of the Cincinnati ball club who owned \$1 million of life insurance before he went into the business of selling it and now is a millionaire producer. He will tell how he goes about selling.

Many Have Wrong Idea of What Insurance They Have

Bert A. Perry, Reliance Life, San Antonio, speaking to the San Antonio Association of Life Underwriters, described the need for carrying to people the knowledge of the services which life insurance offers.

He said that frequently a man believes he has more life insurance than he has. One man on whom he called told him that he owned all the insurance needed and that it amounted to \$100,000. An examination showed he actually had \$58,000 of life insurance but had been counting in his double indemnity coverage. Another man who had made a similar mistake was surprised when Mr. Perry asked him if he could guarantee that he would die in an accident.

In each instance, Mr. Perry sold a substantial policy to cover needs of which the prospect had previously been unaware. When the life salesman finds an idea which clicks for him, Mr. Perry urged that the agent keep using this idea.

Leland McCluer, New England Mutual Life, has resigned as a director and is succeeded by Walter Curry, John Hancock Mutual Life.

Business Insurance to Aid Post-War Stabilization

PORLTAND, ORE.—Life insurance men should prepare to play a major role in promoting stabilization of American

Average earnings of our top ten men in 1944 were \$16,636.69.

Average earnings of all our general agents in 1944 were \$9,072.58.

We have a spot for the man who wishes to make a career of life underwriting, or one who wants to build an agency.



Bankers Life
INSURANCE COMPANY
OF NEBRASKA

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business after the war through protection against liquidation and employment losses, H. P. Gravengaard, Diamond Life Bulletins, Cincinnati, told the Oregon sales congress, sponsored by Portland Association of Life Underwriters.

He spoke on business insurance, including coverage for key men, sole proprietors, partners and closed corporation stockholders.

"By insuring key men an untimely demise need not cause hurried liquidation of the business with financial loss," he said. "Through continued operation of such businesses employees can be assured of work, thus helping employment needs."

President L. J. Beauchage, Equitable Life of Iowa, in his message stressed the theme of the congress, "Public relations and prestige building."

Governor Snell of Oregon and Mayor E. Riley of Portland were honor guests.

Chippewa Valley Congress

EAU CLAIRE, WIS.—The Chippewa Valley Association of Life Underwriters held a one-day sales congress here with about 100 from Eau Claire, Chippewa Falls and other valley cities in attendance. President Earl V. Lewis, Central Life of Iowa, was chairman.

A. R. Hustad of the Twin Cities White & Odell agency of Northwestern National Life, Minneapolis, opened the morning session with a talk on "A Life Insurance Man's Contribution to His Community." The address of welcome was given by Mayor Christianson at the luncheon. Joseph Hinkes, Bankers Life of Iowa, Milwaukee, president Wisconsin association, spoke on "The Value of an Underwriters Association." In the afternoon W. LaVon Robinson, Minneapolis manager of Mutual Life, discussed "Prospecting and Salesmanship," and Charles Petillon, Minneapolis general agent of Berkshire Life, "Programming and Estate Analysis."

Holgar Johnson to Speak

Holgar J. Johnson, president Institute of Life Insurance, will speak Friday at a public meeting sponsored by the Dallas Association of Life Underwriters. On April 17 he will speak to the Los Angeles General Agents & Managers Association and on the next day to the Los Angeles Association of Life Underwriters. He is scheduled to talk at a joint meeting of the San Francisco association, the Commercial Club and chamber of commerce on April 19 and a similar meeting in Oakland the next day.

On April 23 he will speak in Portland, Ore., at joint luncheon meeting of the Chamber of Commerce and the Portland Life Underwriters Association. In the evening he will attend a dinner of the Portland General Agents & Managers Association. On April 26, he will attend a dinner meeting of the Seattle Life Underwriters Association.

Dayton, O.—Claris Adams, president of Ohio State Life, spoke.

Hudson County, N. J.—A luncheon meeting will be held April 19 in Jersey City.

Evansville, Ind.—W. W. Hartshorn, superintendent of agencies in the central territory of Metropolitan Life, emphasized the duty of insurance men to aid in the conservation of National Service Life Insurance. He urged that agents become well versed in the provisions of the G.I. bill of rights so as to be able to give competent advice to veterans. He urged agents to prepare for the day when selling conditions will become

WANTED AGENCY ASSISTANT

Man who can qualify as Assistant General Agent for Detroit and vicinity by one of the leading companies. Applicant must have good record as personal producer, with ability to help train new men and to develop brokerage lines. Salary, personal commissions and bonus. Our Agency Associates know of this ad. Reply in confidence. Box B-43, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

more difficult. They should pursue sound sales procedure so as to become conditioned for the days of hard work.

Lester Watson, Kentucky Central Life & Accident, vice-president, presided in the absence of President Dan Quirey. Secretary Ben Greden reported that the membership now stands at 111. Tom Cusack, Metropolitan manager, introduced Mr. Hartshorn. More than 160 attended.

Northern New Jersey—At a luncheon meeting in Newark April 19, John Marshall Holcombe, Sales Research Bureau, will speak.

At the annual meeting of the agents council, David Bromfield, Phoenix Mutual Life, was elected chairman, and Albert W. Olson, Massachusetts Mutual Life, secretary-treasurer.

Springfield, Mass.—The association with the cooperation of the Springfield C. L. U. sponsored a sales congress with the Sales Research Bureau staff in charge. Speakers were: Lewis W. S. Chapman, director of service; James R. Adams, James E. Scholefield, and Albert C. Trussell, consultants. Luncheon was served at the home office of Massachusetts Mutual.

Boston—"Social Security—Public and Private" was the subject discussed by M. Albert Linton, president of Provident Mutual Life, at the meeting Thursday. Montague P. Ford, president of the association, introduced Mr. Linton.

Cincinnati—Louis Behr, general agent Equitable Society, Chicago, will address a noon meeting April 20 on "Shall I Specialize?"

Albany—Ward Phelps, director of training for Mutual Life, spoke on "It Pays to Organize—For What?" He said it is necessary for each agent from time to time to ask himself each of the following questions and plan his work accordingly: What should I know? What are some of the things I should do? What are the things which I believe in and which I can become enthused and excited about?

Cleveland—The association will hold an all-day business insurance seminar featuring Milton Elrod, Jr., of the R. & R. Service, April 19. Mr. Elrod will discuss all phases of business insurance including partnership insurance, key man coverage, stock purchase agreements, business reserves, business tax problems and estate insurance. The meeting will be held at Hotel Carter from 11 a. m. to 4 p. m., sponsored by the Cleveland C.L.U. chapter.

Lansing, Mich.—Ernest W. Owen, British vice-consul at Detroit and former manager of Sun Life there, spoke on "Thirteen Keys to Success."

Detroit—Robert B. Coolidge, second vice-president of Aetna Life, will speak at a meeting April 19, sponsored by the Detroit C.L.U. chapter, on "Prelude to Prospecting."

Kingston, Ont.—J. M. Baines has been elected president. R. V. Ball is secretary.

Niagara-Welland, Ont.—A. A. McAninch has been elected president. Secretary is Arthur Brown.

Lincoln, Neb.—A round table quiz program was held with Harold Dillman, Security Mutual, as quizmaster. "Publicity for the Local Association" was handled by Don Strawn, Farmers & Bankers, and "State Association Affairs" by Ben Gadd, Guarantee Mutual, and Vern Bottom, Farmers & Bankers. Other topics discussed were: Nebraska law, social security, insurance fundamentals and answering objections.

POLICIES

Occidental of Cal. Has Liberalized Rates for Aviation Risks

LOS ANGELES—Occidental Life of California has liberalized its aviation underwriting rules. Policyholders now may fly anywhere within the western hemisphere as passengers. Those eligible to fly elsewhere will be given individual consideration. All restrictions against policyholders taking scheduled trips on commercial airlines have been eliminated. For business trips in company-owned planes, standard life insurance rates will prevail unless more than 100 hours per year are flown, the rates

will increase slightly in proportion to time flown. Policyholders may take charter flights, pleasure trips in private planes, etc., up to 50 hours per year without increase in rate.

Slight Extra Charge for Pilots

Pilots flying within the United States or Canada only, or with one terminal in either nation and the other elsewhere in the western hemisphere henceforth will be charged only \$5 extra premium per thousand. Pilots on regular transoceanic routes outside the hemisphere will be given individual consideration.

Pilots with transport or commercial certificates, but flying company-owned planes also will qualify for the \$5 minimum charge. Student instructors, charter flyers, sight-seeing pilots, etc., with transport or commercial certificates will be charged \$7.50.

Private pilots will qualify for an extra charge ranging from the \$5 minimum up to \$15, depending on the individual

case. Test pilots and crop-dusting pilots will be insured, with the minimum extra charge of \$25.

Manhattan Life Increases Scale

Manhattan Life has increased its dividend scale 1% which together with the increased volume of insurance in force will result in a 30% increase in dividends to policyholders this year.

Thomas Cal. Deputy Commissioner

LOS ANGELES—Joseph D. Thomas, senior document examiner in the Los Angeles office of the California department, has been appointed a deputy insurance commissioner. For several weeks he has been handling the duties formerly performed by Wyckoff Westover, administrative assistant, in addition to his own. Mr. Thomas has been with the department 3½ years. He is a member of the bar.

POST WAR PLANS and the Life Insurance Salesman

Reconversion will probably bring numerous problems as yet unthought of. But of this you can be certain. Life Insurance will remain an important factor in the economic stability of the American family, and you Life Insurance Salesmen will play a vital role in the individual's plans for a fuller realization of "freedom from want".

Pent up spending power will likely be directed toward the acquisition of the commodities of daily living . . . homes, cars, refrigerators, furniture and the multitude of other items which are part of the American standard of living.

In this maelstrom of "denied human desires being fulfilled" you will be confronted with the problem of convincing the American buyer that he must . . . if he hopes to continue enjoying "freedom from want" . . . invest in this protection of the future, just as he is in the comforts of daily living.

We of the Great Southern have every confidence that the Life Insurance Salesman will, as usual, measure up to the task of making the effectiveness of life insurance felt most broadly. Surely, those associated with the Great Southern will have every home office support and cooperation which thirty-five years of service can contribute to their efforts.

GREAT SOUTHERN LIFE INSURANCE COMPANY

L. S. ADAMS, PRESIDENT

HOME OFFICE

HOUSTON, TEXAS

LIFE AGENCY CHANGES

Siegmund Is Back from the Navy

LOS ANGELES—Lt. Com. William H. Siegmund, after four years' active service in the navy, has resumed his



WILLIAM H. SIEGMUND

duties as general agent here for Connecticut Mutual Life. He was one of the first life managers to be called into service, reporting for duty in January,

1941, six months after his appointment as general agent.

He was ordered to sea duty almost immediately and remained afloat until January, 1944. His last command was the "Acree," attached to the third fleet under Admiral William Hasley. Previously he had command of the "Buoyant," and before that was executive officer of the destroyers "Kilty" and "Kennison." Upon his return from the South Pacific, he was hospitalized, returning to limited duty in June, 1944, on the staff of Rear Admiral Denebrink at San Diego, and was detached to inactive duty from there April 2, 1945.

Mr. Siegmund was reared in Chicago and attended Northwestern University. He entered life insurance in 1927 with Equitable Society and for 11 years was a successful producer and later unit manager for that company. Then he became associated with Connecticut Mutual Life in 1937, as agency supervisor for General Agent C. J. Zimmerman in Chicago. In 1939 he was awarded the Lyter award as the company's outstanding supervisor, and July 15, 1940, was appointed general agent at Los Angeles.

During his absence in the service the agency has been managed by Sidney Y. Newcomb, as agency manager and Mark V. Kuhn as brokerage manager. Under their direction it has made steady progress, advancing from 48th to 28th place in the company.

Waters Named Texas Manager

American Home Life of Topeka, Kan., has appointed W. H. Waters, for the

past 15 years manager for National Life & Accident at San Antonio and at Topeka, state agent for the company in Texas at San Antonio. Lloyd W. Worth, formerly of the Brown & Bigelow advertising firm, will be associate state agent.

Cohn to Crown Life as Detroit Associate Manager

S. J. Cohn, leading producer of the Detroit branch of Great-West Life, has resigned to become associate manager there with A. J. Blumenau of Crown Life. Mr. Blumenau established the branch in 1937 after having been with Aetna Life in Detroit 14 years.

Mr. Cohn has been with Great-West 13 years, and much of that time was the leading producer in Detroit. He led the agency in 1944 with a paid-for production of about \$750,000.

H. H. Ames Fidelity Mutual Manager at St. Paul

Harold H. Ames has resigned as special agent for Prudential to become manager at St. Paul for Fidelity Mutual Life. Mr. Ames will have offices in the Pioneer building.

Mr. Ames has been active in St. Paul civic and charitable affairs for 20 years. In 1942 he was chairman of the Community Chest campaign.

John T. Flanagan, Jr., has been manager at St. Paul.

Mr. Flanagan has gone to the Fidelity Mutual home office in charge of promotion and publications.

Eckersall with Manhattan Life

Manhattan Life in Chicago has a new special representative, Victor H. Eckersall, who has been an agent 10 years with New York Life in the central branch there. He is a tax and business insurance expert.

Hays with N. W. Mutual in N. D.

James Hays has resigned as state agency director for New York Life at Fargo to become associated with Ed F. Auman, general agent of Northwestern Mutual Life at Fargo. He will be production manager for North Dakota and western Minnesota. Mr. Hays graduated from the University of Kansas in 1929 and after a period with National Cash Register went with New York Life at Madison, Wis. He has been state agency director at Fargo since 1937.

RECORDS

Union Mutual Life—Paid business for the first three months showed a gain of 56.8%, the March gain being 47.7%. This was the best quarter in Union Mutual's history.

Jefferson Standard Life—With \$15,634,399 in new business during the first three months of 1945, Jefferson Standard had its best quarter in history. Insurance in force showed a net gain of \$10,194,502, also a new record. Insurance in force now totals \$552,759,617.

Home Life, N. Y.—New paid business and the gain in insurance in force in the first quarter were the largest for any quarter-year in history. During the first quarter the average sale was \$9,748 and the average production per full-time man was \$65,547, which is at the rate of \$262,000 a year.

Franklin Life—The greatest single month's volume in history was produced in the March anniversary month. A contest known as golden gloves tournament marked the anniversary. The volume was \$6,451,101, or a 64% increase over March, 1944.

Business for the first quarter was \$16,817,285 as compared to \$10,128,751.

Cash first year premiums for the first quarter were greater than for the entire year in 1940, and were 56.8% ahead of March, 1944. The quarterly gain was 45.6%.

American Mutual Life—Had 26% gain in new paid business for the first quarter over the same period last year. New paid business in March showed a 15.7% increase over March, 1944, and the largest volume for any month of March in the company's history. It was the third consecutive month this year to show an increase over the previous year. C. L. Johnson of the Oklahoma agency was the leader for the month.

Volunteer State Life—Reports good gains in March with a net quarterly increase of business in force to 68% over the first quarter last year. Written business was 43% ahead of the same month in 1944 and paid business up 29%.

Equitable Life of Iowa—Reports \$7,438,416 of paid life insurance in March, the best monthly record for the past 15 consecutive years. This is a gain of \$1,812,613 or 32.2% over March, 1944. Paid business in the first quarter totaled \$16,736,892, a gain of \$3,495,875, or 26.4%.

In force gained \$5,612,996 in March, the greatest monthly gain since March, 1930. In force gained \$11,385,405 in the first quarter bringing the total to \$705,639,749.

Leading producers in March were: J. M. Utter, Seattle; G. M. Gillette, Williamsport; L. N. Lefebvre, Portland, Ore., while leading agencies were: H. S. Bell, Seattle; H. A. Hedges, Kansas City; and Hoey & Ellison, New York.

Acacia Mutual Life—Written business in March totaling \$11 1/2 million was the largest production for any month in history and was 17% ahead of March of last year. It was \$700,000 better than any previous month.

Placed business exceeded the previous record for any single month by nearly \$1 1/2 million and was 25% ahead of last March.

The net increase in insurance in force for March was \$8,600,000 which was more than \$1 million better than the next largest month in history and was 23% over March, 1944. Insurance in force is now close to the \$600 million mark, being \$596,667,000.

National Life—March marked the beginning of the third year of plus performances in sales of new life insurance. New paid production was \$6,654,386 or 10.87% over March, 1944. This makes 25 consecutive plus months. For the first quarter there has been an increase of 13.23% over the sales during the first quarter of 1944.

The gain in insurance in force for the first quarter has been \$12,314,427 which brings the outstanding insurance to \$695,213,736.

Bankers Life, Iowa—Writings for the first quarter exceeded \$21 million of new ordinary, a gain of 20% over the same quarter in 1944.

The Minnesota legislature has enacted a new law governing assessment benefit associations.

The book every A. & H. man should read—"Planned Salesmanship," by Cousins. \$3.00 from National Underwriter.

GENERAL AND DISTRICT AGENCY TERRITORY AVAILABLE IN Kentucky, Virginia, West Virginia and District of Columbia



Portfolio includes all standard forms of Life and Endowment policies as well as Wholesale, Group, Salary Deduction, Government Allotment, Juvenile, Family Income and Retirement Plans.

George Washington Life Insurance Company
Home Office
CHARLESTON, WEST VIRGINIA

THE MANUFACTURERS

COMPLETE BROKERAGE FACILITIES

All Life, Endowment and Annuity Plans.
Favorable Par. and Non-par. rates.
Standard and Sub-standard risks.
Facilities for handling large cases.
Civilian Foreign Travel Coverage.
Annuities — Single Premiums up to \$100,000.
Prompt and Efficient Service.

INSURANCE IN FORCE, 790 MILLION DOLLARS
(Including Deferred Annuities)
ASSETS, 264 MILLION DOLLARS

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Business as Usual for New York Life on Centennial Day

(CONTINUED FROM PAGE 1)

The company was one of the first to appoint agents in order to promote the public acceptance of life insurance. Several of its earliest agents later rose to prominent positions in public life. Among them were Schuyler Colfax and Thomas A. Hendricks, vice-presidents of the United States; Hugh McCulloch, Secretary of the Treasury, and Lew Wallace, a distinguished soldier and author.

A century ago there were frequent plagues and epidemics of cholera, yellow fever, small pox and dysentery. Mortality was heaviest during the summer months. Today the heaviest mortality is during the winter, and the chief causes of death are the degenerative diseases such as heart disease, apoplexy and cancer.

New York Life, during the past century, has pioneered in a number of important developments such as the introduction of non-forfeiture benefits in policies, insuring women at the same premium rates as for men, insuring sub-standard risks at an advance in rate, publishing a comprehensive annual report to policyholders, adopting a security-plan for agents to promote better service to policyholders and reduce the turnover of agents, and providing an educational program for the agents.

The growth and history of the company has paralleled the development of the United States. Many of the forty-niners who went to California were insured in New York Life, but the overland trip across the United States was so hazardous that, prior to 1850, the only routes to the gold regions sanctioned by the company were around Cape Horn or across the Isthmus of Panama.

The company had done business in the south since organization and during the civil war it faced the difficult task of fulfilling its obligations in the war-stricken areas. At one time, in order to expedite the payment of death claims, correspondence was carried through the lines under a flag of truce. Following the civil war a number of Confederate leaders were attracted to the company and joined its agency organization.

Less than two years before the Custer massacre, General Custer and five fellow officers insured in New York Life. The company paid \$40,000 to their beneficiaries.

Seven former presidents of the United States were insured in New York Life at the time of their deaths. President Garfield had paid the first premium on a \$25,000 policy only a few months before his assassination in 1881. Calvin Coolidge and Herbert Hoover served on the board of directors. Alfred E. Smith, former governor of New York, was a director at the time of his death.

During the past century the company has paid over \$6 billion to policyholders and beneficiaries. Of this total, \$4 billion was paid to living policyholders and \$2 billion to beneficiaries. Insurance in

force now exceeds \$7 billion, 600 million and is equal to about \$220 for every family in the United States.

New York Life has gotten out a handsome centennial policyholders edition of "Nylic Review." It is profusely illustrated, the pictures recalling panics and wars and other dramatic historical incidents and reference is made to the impact of these events upon New York Life.

New York Life has published a 36-page booklet, entitled "1845."

Printed in a style reminiscent of the almanacs and annuals of a century ago, the publication is "A Record of the Happy Events and Dire Calamities, Fashions and Modes of Living, Literature and Art, Business and Politics, and Many Other Significant Happenings in the Year which saw the Founding of the New York Life Insurance Company."

A chronology of events of 1845 is included as well as descriptive paragraphs on the life and times of a century ago. There is also a factual account of the founding of New York Life.

Debate Connecticut Bank Limit Elimination Bill

(CONTINUED FROM PAGE 2)

\$223,000 of it in the fund and holding the rest for the account of their life insurance business. This fund, the memorandum asserts, had a cumulative deficit as of the end of 1944 of \$80,276 and a "net worth" of only \$142,723. The eight banks, it contends, were meanwhile losing additional money of the depositors, showing a cumulative deficit of \$2,348.

The memorandum continues: "The trustees of this Savings Bank Life Insurance Fund may, under the law, permit any person to invest in the fund, but so far the investments have all been by the eight issuing banks, which have used their depositors' money for this purpose. Neither the trustees of the fund nor any of their friends who have been so loud in praise of savings bank life insurance have seen fit to risk a nickel of their own money in this investment. The money gambled was that of the depositors of the eight issuing banks."

The brief also points out that the total rental which the eight issuing banks charged for 1944 was only \$862 on account of life insurance, an average monthly rental charge of about \$9 per bank.

"On the salary side, too," says the brief, "the eight issuing banks appear to have been quite easy on their insurance departments. For the total time spent on this life insurance scheme by their officials during 1944, the eight issuing banks charged only \$4,700."

The memorandum charges misrepresentation in the newspaper advertisements published by the fund, giving its address as the state office building, charging that this has led the public to believe that "this paternalistic scheme" was directly sponsored and guaranteed by the state.

In a rejoinder, Mr. Royston declares that what the underwriters refer to as an operating deficit is actually a decrease in the fund's surplus, which any new life company must show during the

first years of operation when expenses of organization are relatively high.

The operating funds of the eight banks at the end of 1944, he asserts, showed a surplus of \$18,752, not a deficit.

The decrease in surplus, he says, is almost exactly what was anticipated in the actuarial projections made at the inauguration of the system. It will eventually be eliminated, he argues, through the contribution of 2% of the premium income paid each month to the fund by each issuing bank.

He also asserts that exactly the same legal reserves are maintained as are required for legal reserve life companies in Connecticut, and maintains that if the right to write more than \$3,000 of life insurance on any one life is granted it will mean lower operating costs per policy, and will hasten the elimination of the deficit.

Bricker Opposes Bill to Equalize Ohio Premium Tax

(CONTINUED FROM PAGE 1)

attorney-general under the proposed law are seeking to avoid having state revenue tied up for four or five years along with the expense of litigation.

Mr. Duel dismissed all arguments

against the measure as unsound, holding that nearly all the arguments are made by companies "which are thinking of themselves and not of the revenues of the state." They are companies which have never paid a tax in the past and are using any argument to keep from paying a tax in the future."

It is necessary to include fraternals to get a tax bill which will stand up in the courts, Mr. Duel asserted. The old fraternal idea has been completely changed and fraternals now have agents and some are licensed in every state and are in direct competition with other life companies.

The old fraternal idea has been completely changed. Although the man to whom fraternal insurance is sold is still called a member, not over 15% of the people insured by fraternals at the present time have taken the ritualistic work, Mr. Duel stated. Fraternals base their tax exemption privilege on the theory that they confine their writings to members who have been initiated into the lodge with appropriate ritualistic ceremony such as was done in the early days. Furthermore, the U. S. Supreme Court's Polish National Alliance decision settled the question as to whether fraternals are in the insurance business and are engaged in commerce. The present nation-wide business of fraternals is different than the old fraternal

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January 1, 1945

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Capital\$ 500,000.00

Surplus1,000,000.00

Unrealized Profits968,598.59

Surplus to Protect Policyholders2,468,598.59

★ PAID POLICYHOLDERS AND BENEFICIARIES SINCE ORGANIZATION\$27,073,511.75

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Our Agents control the present and prospective business of this Company in their territory. We think it unfair to offer brokerage contracts to agents of other companies to compete with our own agents for business in their own company. This is but one of many valuable features of our Agency contract and company co-operation.

M. ALLEN ANDERSON, First Vice President, Director of Agencies

Theo. P. Beasley,
President



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HOME OFFICE

REPUBLIC NATIONAL LIFE INSURANCE CO.



In January 1926 the Bankers Life Company of Des Moines issued a \$4,000 policy, with permanent disability clause, to a 45-year-old farmer. The insured man was in perfect health.

Four years later, he suffered a heartstroke which, while it did not preclude all work, made it necessary for him to reduce his activities. Two years thereafter his condition had become so serious he was permanently incapacitated.

For 12 years and 8 months the Bankers Life Company sent the insured man a check for \$40 each and every month; a total thus paid of \$6,080.

In January 1945 the insured man died. The face value of the policy, \$4,000, was paid to his widow—the beneficiary thereunder.

Here is the full record of the case:

INVESTMENT

7 annual premiums paid... \$ 1,236.76

RETURNS

12 annual premiums	
waived \$ 1,935.04
Dividends paid 370.80
Disability income payments	6,080.00
Death benefit 4,000.00
Total returns \$12,385.84
Less total investment...	1,236.76

Excess over investment... \$11,149.08
Percentage of gain over
investment 801%

On the day upon which he took out that life insurance policy, the insured man had fulfilled the words of the poet:

"O'er the ruins of home, o'er my
heart's desolation,
For death's dark encounter I
make preparation."



BANKERS Life
the Double Duty Dollar Company

idea and Wisconsin "of necessity must change its tax law regarding fraternals and include them if we are to have a law which is constitutional," Mr. Duel declared.

EIGHT STATES CHANGE TAX LAWS

So far eight states have enacted tax equalization laws, they being Arkansas, Georgia, Oklahoma, South Dakota, Tennessee, Washington and West Virginia.

MICH. TAX LEGISLATION DOOMED

Enactment of legislation at this session to eliminate discriminatory taxation of insurance premiums as between resident and non-resident carriers apparently was doomed when the senate taxation committee voted to table a bill to repeal the retaliatory section of the Mich. code and one providing for a uniform 2% tax on premiums collected either by Michigan or non-Michigan carriers.

Michigan-domiciled insurers have put up a strenuous battle against any change in the premium tax laws at this time. Although Prudential, Massachusetts Mutual Life and Pacific Mutual Life have brought suits contesting Michigan's right to levy a discriminatory tax, the senate committee majority apparently is convinced that the courts will not construe the variation in Michigan levies as an "undue burden" on interstate commerce.

Four Experts Give Tips on Pension Trust Plans

(CONTINUED FROM PAGE 3)

for the employee to be retired but serving as a springboard, he said, for the employee to save something on the outside, and promoting his individualism and private enterprise.

In the long run, Mr. Seefurth declared, both employer and employee are better served by a plan which frankly supplements any social security benefits. There are relatively few employers of labor, he said, who could afford to support a plan over many years if it pays much more benefit than this. Mr. Becker commented that the government regulations require that a plan shall be adopted in good faith by the employer and must be continued so long as the employer is financially able to do so.

Advantage of Profit Sharing

Mr. Zimmerman said the beauty of the profit sharing method is that the employer does not have to maintain an actuarial schedule, although he does need to approximate a schedule by taking a certain percentage of earnings, computing interest rates, etc., so that he can tell fairly well what the employee would get if he stayed with the concern.

Profit sharing retirement funds offer some flexibility to the person who retires. He has a lump sum at retirement which can be paid to him all at once or in the form of income over a period of years, or on some combination basis, like an annuity, a portion of the principal being applied to increase the income payment.

Mr. Behr said the true profit sharing plan can do a good job for the younger employee but there are some types of pension plans that have flexibility and whose benefits can be paid out in exactly the same manner as described by Mr. Zimmerman.

Consider Past Service

Then Mr. Becker brought up the question of past service and how to determine whether it is to be considered in the formula. Any pension plan to be adequate, Mr. Seefurth said, must take past service into account, and most plans do take into account so much for future and so much for past service. He said the money purchase plan must be supplemented for retiring older employees. Some plans call for a greater credit for past service and others greater credit for future service. Mr. Behr again commented that price is the great factor. Some plans look fine on paper but are

too expensive for the management to buy them. The longer a man is with a company the greater his participation should be, Mr. Zimmerman commented.

The question of companies' contribution was propounded by Mr. Becker. He noted that there should be at least a modest commitment by the company in an amount sufficient to insure permanency of the plan, and he asked how to determine a company's contribution. The objective must be tempered with the amount the company can set aside for the purpose, Mr. Zimmerman explained. There should be taken a percentage of the profit that would not rob the stockholders but would give adequate benefits.

Company Contribution

The formula for company contribution now must be a definite formula. The company's contribution must be set forth specifically so there will be no chance for manipulation in future. The employees may participate in no more than 20% of the excess profits after a \$2 stockholders' dividend has been earned, but not exceeding 15% of the employees compensation.

Another question was how to determine retirement age. Mr. Behr said if the plan is intended to supplement social security, age 65 is recognized as the best for that is the age contemplated in the social security act. If the retirement age in the act should be changed, retirement plans that have been put in effect to supplement social security probably also will be changed, he said. In some businesses where the men wear out faster it may be that age 60 is a better retirement age.

Matter of Vested Interest

Mr. Becker said most plans include a death benefit or guarantee to the employee of an amount that will be paid at his death, and he asked as to the advisability of such a provision and also whether life insurance should be included in the plan. Mr. Seefurth said in a profit sharing plan there is no question of the value of having a vested interest or a death benefit. But under the pension plan there are two schools of thought. One is that the only function of the plan is to pay a pension for life after retirement; the other is that since the company is setting up re-

serves in the event the employee dies all or some portion of these should be paid to his beneficiaries, and some authorities believe there should be a guaranteed minimum insurance or death benefit. "I feel that the broader the benefit the better the plan," Mr. Seefurth said, "and if the company can afford to set up such a plan it would benefit."

Post-war Security Point

"The extra insurance death benefit should be included," Mr. Behr added, "for at least the next generation of people in this country will be utterly unable to integrate security for themselves and their families. If they should die they would project only about one-quarter of their present basic earnings, according to studies that have been made. The extra cost would be only about 6 to 8% but this can be offset for the employer by slightly reducing the retirement provision while adding the supplemental benefit so the cost to the employer would remain about the same."

Mr. Zimmerman feels the profit sharing plans do not afford a very good medium for providing death benefits so they should be supplemented by group life insurance, and Mr. Seefurth considers that the fundamental principle is that the plan which will give the greatest benefit will secure the greatest employee participation and good will, from which he deduces it is very desirable to include the death benefit.

Notes Formula for Vesting

Mr. Behr feels it is bad to hold off vesting interest in the plan for an employee until just before his retirement age, as the employee would feel the employer could fire him just shortly before his retirement and, in fact, this might be done. There are good reasons, however, for not vesting the interest at too early an age as then the employee might withdraw his interest in the fund. Mr. Behr believes a happy medium is to vest 5% for every year of service, taking care that no undue discrimination between employees results due to there being employees of many years' service. In a profit sharing plan the vesting must be earlier.

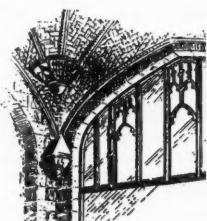
Mr. Becker emphasized there is no magic in the word pension but that all the employee gets is a contingent prom-

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ise that he will receive a pension 30 or 35 years later.

There is much detail in administering these plans, he said, and this was concurred in by Mr. Behr who has set up quite an elaborate organization for the purpose. He pointed out the implied obligations to the employer over many years. The life man has to install the plan, set up a record for each employee, cooperate with the employee's attorneys in careful preparation of the trust agreement, maintain careful records for the internal revenue department. "The idea," he said, "is to take the company out of the pension business so it can go ahead with its regular business and make money to pay for the plan."

Trend to Non-contribution

On the question of contribution or non-contribution, Mr. Seefurth said the trend is definitely toward the latter plan as a result of war conditions, for the employer is now generally in the high excess profit tax brackets, and his employee in a high personal tax bracket. This makes it difficult for some employees to participate by contribution. Mr. Behr said it is his experience under the contributory plan that the very man an employer might want to include may not be able to contribute. However, the factor of compulsory savings under a contributory plan is important to consider.

Mr. Zimmerman said the employee contribution on a profit sharing plan is highly desirable as after the war it will augment money for the individual at his retirement age and is a superior way to save money as it is periodic and when he puts money into the fund he cannot reach it. In addition in most plans he gets excellent investment advice, and if the income tax laws remain as they are now the money which he has put into the fund will not be subject to income tax until he reaches retirement age.

Funded or Unfunded

There was some discussion of whether to fund a plan or leave it unfunded. The principal virtue of the funded plan, Mr. Seefurth said, is a recognition that there is a problem and the desire to solve it in an orderly way. For a steady business, analysis of the retirement plan will call for a funded plan as a rule, although some portions may be left unfunded.

Paul W. Cook, Mutual Benefit, council president, presided and Howell Kitchell of Continental-Illinois National Bank was program chairman.

IN U. S. WAR SERVICE

E. B. Thurman, Jr., son of the Chicago general agent of the New England Mutual Life, has been awarded the Croix de Guerre by the French government for valuable service rendered. He is with the Third Army in the intelligence division of General Patton's headquarters.

Young Thurman before going into the service was in his father's office, doing various kinds of work in the way of production, looking after brokerage, soliciting personal business, assisting agents, etc.

Maj. Reginald S. Jackson, formerly with New York Life in Toledo, is on a 45-day leave from the South Pacific area, where he is in the public relations division.

Shortage of Actuaries

Many companies are combing the field for actuarial talent. Most of the young men in the actuarial departments of military age have gone into the service and in some cases have left companies high and dry. Even moderate sized companies are willing to take on six or seven men for this work. Actuaries themselves are difficult to get. The government has taken over many men of actuarial training and knowledge. They are used in different departments.

SALES IDEAS OF THE WEEK

Voice Control Important for Agents

Ideas do not count at all in the final step of closing a sale, but only the effect of the voice upon the prospect, R. E. Pattison Kline, noted instructor of speech, declared in a talk at the Saturday sales forum conducted by the Chicago Association of Life Underwriters. It is not the idea that interests people, he said. Life agents must sense adequately the value or lack of value that their ideas have in the interview.

Mr. Kline noted that in teaching the art of speech to many business men he found a very large proportion of them are inefficient in talking.

Many Accent Wrong Words

"Unless you give a proper contrast in your voice and vocal leading, the prospect cannot follow your idea," he said. "Many people are constantly emphasizing the wrong word. Be sure to place the emphasis on the proper word. The word you should accent may be an adjective, an adverb, a verb or a noun. I never have found a man who did not need training in this matter of emphasis, yet actors spend hours in practicing the use of their voice.

"Nature has given men all the tools of the voice. Every time a man opens his mouth he is advertising himself. I can tell from the way a man talks whether he is analytical, or a master of thinking, or is afraid of me; whether he is a leader, or believes what he is talking about. You, as an agent, must learn to talk convincingly. The art of this rests in the voice, not in the ideas you present.

"The fundamental law of attention is

Banker Stresses Value of Insurance in Making Small Business Loan

Carl Bimson, vice-president of Valley National Bank of Phoenix, Ariz., in addressing a recent bankers' meeting at San Francisco on small business departments in banks, emphasized the importance of the bank insisting on proper insurance coverage in connection with a small business loan. The meeting was that of the small business credit commission of the American Bankers Association.

In making loans to sole proprietorships, partnerships and small corporations continuance of the operation of the business during the term of the loan and continuance of the management during the term of the loan are of the utmost importance, he said.

Continuance of the management during the term of the loan can be better protected through either group life insurance or by ascertaining that the applicant has sufficient life insurance of his own to give the bank proper protection in the event of his death, where other collateral security is not taken and where the assets of the business are marginal.

Most small businesses, he said, do not carry sufficient insurance or proper insurance to protect the loan and too many credit officers do not investigate the insurance carried sufficiently.

John Hancock Pension Record

Insurance written by John Hancock Mutual last year through pension trust plans exceeded \$13,800,000. That does not include credit for annuities or cases that have not yet been approved by the Treasury. The amount written in 1944 was 33 1/3% greater than in 1943. A total of 218 new cases was installed, the average number of lives per case being 30.

For full data on life companies, contracts, costs or values, get the **Unique Manual-Digest**. \$6 from National Underwriter.

variety. The mind veers away from uniformity. There should be differences of loudness, of intensity, of beat, of length of inflection, of tone color.

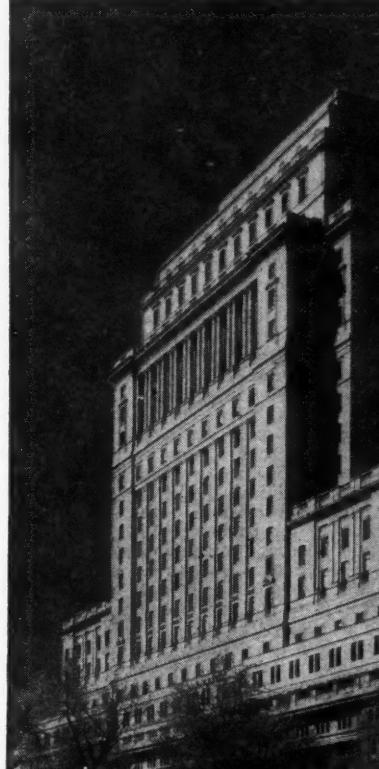
"There are two laws of attention. One is that the human mind pays attention to a trend of pitch that goes up. Most salesmen have a trend going down, which I call a negative inflection. No one pays attention to it. The second is the falling inflection which indicates completion of the thought.

"Use pauses when you talk. People need time to take in what you are saying; time to understand, to respond emotionally, and to respond logically."

San Francisco C.L.U. Chapter to Gather April 16

Problems of the American Society of C.L.U. and plans for advancing its activities and prestige will be discussed at a meeting of the San Francisco chapter April 16. Nelson F. Davis will lead the discussion.

Associates of **Andrew Anderson**, agent of Metropolitan Life in Ashland, Wis., honored him on his 30th anniversary with the company at a dinner. He signed his first contract at Nashville and went to Ashland April 1, 1915. He is now retiring from active duty. Also honored at the dinner was **John Longfellow**, Superior, Wis., manager of the Superior district of which Ashland is a part. Both were presented 30-year service pins. John J. Bloomquist was toastmaster.



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has it been so necessary
to take care of tomorrow
with the resources of
to-day. Life Insurance
meets the challenge of
the unknown tomorrow
by the insight, prudence
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Covenience is what counts in wartime meetings at The Waldorf...where conference rooms and guest rooms are spacious and quiet...and where subways connect with every point of the city.



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CONSULTING ACTUARY
Associate
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THE BOURSE **PHILADELPHIA**

LEGAL RESERVE FRATERNALS

Gets Persistency
by Extra Fees

Lutheran Brotherhood is doing some things which are very effective in maintaining a high persistency ratio of business on the books. As a result, a study made recently showed that 200 of its agents had a 100% persistency record and of the larger producers there are quite a number with a ratio between 90 and 100%.

This is significant, because most fraternal societies have to depend very largely upon part-time field people. Many of them are farmers or small merchants or clerks in the rural towns, or laborers and other working people in the cities, who could not be expected to be so interested in doing the service work that is necessary to maintain a high persistency of business, since their chief reason for selling fraternal life insurance is to increase their income and probably very few contemplate entering fraternal selling on a career basis.

Must have 50% Ratio

This society has a renewal basic scale provision in the contract with field people which calls for 75% persistency. In order to earn renewal commissions the field representative must have at least 50% ratio.

The basic scale of 75% entitles the salesman to the regulation renewal arrangement but if his ratio goes up 5% the basic scale is increased by one-tenth of the scale, and this arrangement is provided for each additional increase of 5% in persistency ratio. On the other hand if the persistency ratio falls below 75% the basic scale is decreased by one-tenth for each 5% or fraction less than the 75% ratio.

In addition, Lutheran Brotherhood added a provision to the field contract calling for payment of additional commissions for premiums paid in cash with application. This extra amount is 1.8% of the amount paid in cash with application to put the policy in force for the first year, excluding single premiums, annuity premiums, additional premium deposits and advance payments. In no case, however, is the extra commission to exceed \$1 per \$1,000 of insurance.

The fraternal in the first two months of 1945 and the first week of March had issued \$2,795,723 of business, an increase of \$256,265 over the same period last year.

President Deming of Unity Honored on Birthday

SYRACUSE—Unity Life & Accident's March campaign in honor of President E. R. Deming's birthday resulted in nearly \$5 million, exceeding all previous March campaigns. March 25, Mr. Deming's birthday, several managers and agents and the entire home office personnel greeted him on his arrival there and presented to him applications totaling nearly \$1 million. A huge birthday cake was placed on his desk and a birthday luncheon followed. In the afternoon he held open house and numerous friends dropped in to congratulate him. Special awards were granted for outstanding production.

Representatives have until April 30 to qualify for the President's club. If transportation and hotel facilities permit, the club will meet in the latter part of May.

Commissioner Neel of Pa. Explains Convention Action

A news item printed in the edition of March 16, to the effect that Commissioner Neel of Pennsylvania had ruled that under the statutes and the constitutions and by-laws of fraternal societies operating in that state, they must

hold their general convention of members in spite of the U. S. ban on conventions, was not correct. The article was based on a statement from Mrs. Kate Mahoney, Troy, N. Y., president of Ladies Catholic Benevolent, in that society's monthly publication.

Commissioner Neel this week explained that an amendment on Sept. 1, 1943, to the Pennsylvania act governing the holding of conventions by societies provides that if in war emergency the government limits or prohibits travel for meetings or convention purposes, the commissioner at his discretion either may waive the requirement that a meeting be held or extend the time for holding it, this privilege to be permitted only during the time that a limitation or prohibition on travel shall continue.

He explains that he notified societies operating in Pennsylvania in order to comply with the federal restrictions they should have their directors or managing bodies adopt a resolution identifying the convention or meeting, setting forth the need for waiver or extension, specifying the constitution and by-laws provisions under which the society will function if the request is granted; explaining that a request for waiver or extension has been approved by a majority of subordinate lodges, that the waiver will not be prejudicial to the best interest of members, and agreeing that the meeting that is waived or extended would be held within a reasonable and stipulated time after the travel limitation or prohibition is lifted. "These fraternals are democratic in their organization," Commissioner Neel states in his letter, "and it is my feeling that we should have approval in a democratic manner of such request that said waiver or extension would not be prejudicial to the best interest of the members."

Below Declares War Has Deepened Public Respect for Life Values

The psychology and impact of the war have made the general public conscious of the value of human life and given them a deepened respect for the rewards of security and the unexcelled service that life insurance can render along these lines, Walter C. Below, president of Fidelity Life, declared in his annual report to the directors.

"We Americans take a great pride in making decisions under our own initiative," he said. "The purchase of life insurance brings to the average man or woman a deepened sense of satisfaction and ownership not found elsewhere."

There was a decided trend in 1944 among policyholders towards advance payment of premiums and purchase of larger average sized policies, he said. Women continue to make up about 50% of the adult sales. There has been a substantial increase in the purchase of savings accounts for juveniles to provide a future college education, start in business, marriage dowry, etc.

He also noted that as the war has continued, life sales have gone up and lapses down.

Fidelity had an increase of 9.7% in new life insurance last year and an increase of 44.9% over 1943 in first year premium income. The ratio of actual to expected mortality was 64.5% or 2.2 drop in spite of 34 war claims paid. Net interest rate earned on benefit funds was 3.57%.

Audit Pullman Porters Unit

Pullman Porters Benefit Association of Chicago, a fraternal, writing life and accident and health, at Dec. 31, 1944, had assets \$322,375 and contingency reserves \$300,895, according to the re-

port of an examination by the Illinois department.

The association issues insurance in amounts of \$500 or \$1,000 under a group plan to Negro employees of the Pullman company under 45 years of age. Assessments are collected by payroll deductions and the rates presently for those up to age 45 are \$2.35 per month and after age 45, \$2.65.

Full mortality benefits are paid up to age 45 and thereafter the amount is stepped down annually. Weekly sick and accident benefits are payable up to age 60 for a period of not more than 12 weeks out of the year and after age 60 the period is reduced to eight weeks.

Insurance in force, Dec. 31, 1944, was \$7,645,799.

Receipts from members last year totaled \$178,343; death claims amounted to \$97,501 and sick and accident claims \$57,056.

The ratio of sick and accident claims to assessment income was 72.3 and the ratio of actual to expected mortality was 95.

Mortality Less Than Reported

The statement was made in a news item relating to Royal Neighbors that its mortality last year was 63.7% of expected. This was a typographical mistake. The figure should have been 53.7%.

Somers with Mutual, N. Y.

Roger W. Somers of Chicago, who recently joined Mutual Life of New York to assist in the promotion of salary savings plans, has been appointed salary savings supervisor.

Mr. Somers will have his headquarters at the company's Chicago clearing house. He will assist in the over-all promotion of salary saving business and will aid in specific cases in the company's agencies, in and near Chicago.

Born in Chicago, Mr. Somers attended Englewood high school and graduated from Webster College, now Kent College of Law, in 1918 with an LL.B. degree. He formerly was with Marsh & McLennan as a life insurance and employee benefit plan specialist.

Mutual Benefit Women Elect

The Women's Club at the Mutual Benefit Life home office has elected these officers: President, Mildred A. Thompson; vice-president, Phyllis A. Thomas; secretary, Helen MacCallum; treasurer, Leah D. Crelin. Miss Margaret Draper, a Red Cross worker who recently returned from the Middle East, spoke.

Pfc. Joseph P. Musselman, who was manager at Leaksville, N. C., for Life of Virginia until he entered the service in 1943, was killed in action in Germany, March 3. He had been wounded Jan. 2, but had rejoined his unit late in February.

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Union Mutual's Non-Can Sickness and Accident policies are sold only through selected full-time career life underwriters. Write us today for "The Whole Story", containing all of the details about our new Colonial Series.

THIS IS IT...!

Scores of career life underwriters already have told us that our Non-Can Plan is exactly what they've wanted—needed—been waiting for. Naturally to us that's good to hear. But far more significant, we think, is the enthusiasm these men display over the actual opportunity to take our plan to their clients. Their actions speak louder than their word bouquets when they tell us... THIS IS IT!

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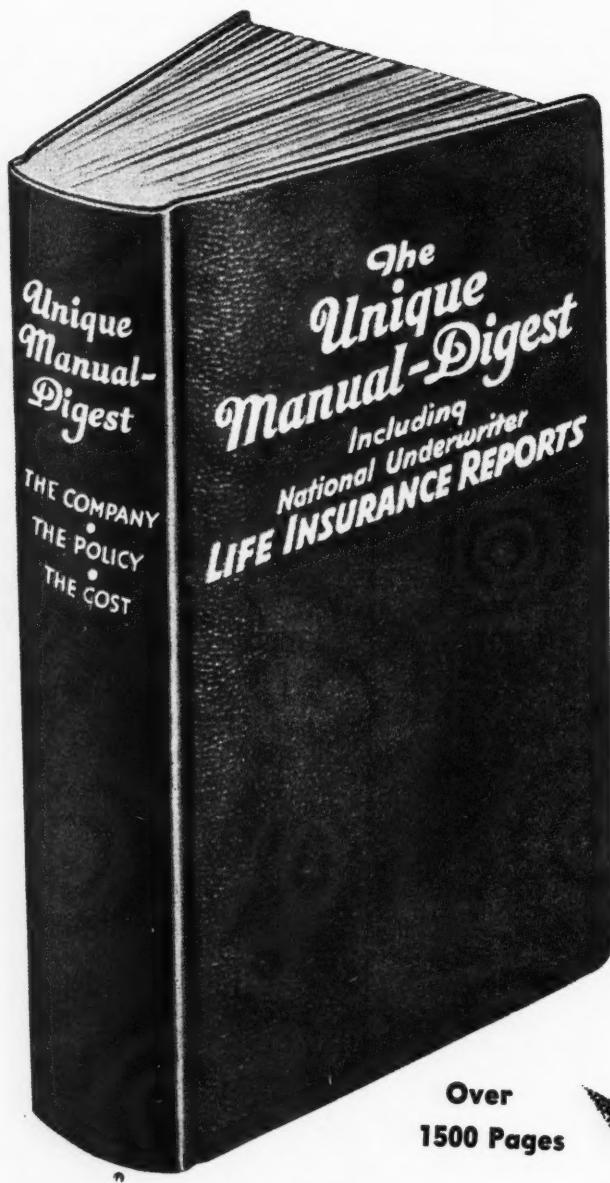
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